

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
12 West 31st Street, New York City

VOL. XCIII

NEW YORK, DECEMBER 9, 1915

No. 10



More Honey for the Land of the Honeybee

In 1847 Brigham Young and his followers set out to find a haven of refuge, a river of Jordan, a land flowing with milk and honey.

They chose as their promised land a part of what is now Utah. But how drear and drab it must have been—a land of alkali, unfertile and undeveloped. Even its one source of riches was forbidding. There seemed nothing worth while but stern, frowning mineral-filled cliffs.

Perhaps it was in a spirit of bitterness that Brigham Young called this new holy land the State of Deseret, which, translated from the book of Mormon, means "the land of the honey-bee."

But even if the hive was located far away from the heavy, rich-scented fragrance of the usual honey-yielding flowers, the bees of Mormondom were not a whit deterred. Where flowers were not they grew flowers.

With a courage, an industry and a determination that succeeding generations must admire, the Mormons set out to develop their land and hold it against man and Nature, to make it picture the name which their prophet had bestowed upon it.

They seized upon the hope of irrigation, and, to the Mormons in this connection, whole large areas of the United States owe a deep debt.

Utah, or rather the State of Deseret, was the pioneer of irrigation—demonstrated its possibilities and so enormously increased the crop yield of the whole United States.

There were in 1913, as a result of this pioneer striving, 1,500,000 acres of irrigated land in Utah, yielding crops of astounding value.

This State has always suffered from a lack of suitable, and, until recently adequate transportation

(The Ayer & Son advertisement is continued on page 109)

The Winning Plan

Napoleon once said, "Only the men actually engaged in battle count."

In your battle for business it is well to remember that only the ads which "get into action" count.

No matter how much bulk circulation you buy, it isn't going to do much good if people can't get your goods.

One hundred thousand advertisements which are read and believed, in a state or section where your sales and distribution campaign has paved the way for action, is better than a million hit-or-miss circulation.

Particularly *when* you pay *pro rata* for the hundred thousand!

* * *

One big feature of Standard Farm Paper circulation is that you get practically every dollar of your advertising money "into action."

You pick the states or sections where you have distribution or are campaigning for it and concentrated for immediate results.

But don't overlook the fact that to-day the farmers are prosperous people. Their income and desires are both on the increase.

Many a business has been made a success by appealing to the class of people whose financial tide was rising.

Plan carefully—then act.



TRADE-MARK OF QUALITY

STANDARD FARM PAPERS

ARE
FARM PAPERS OF KNOWN
VALUE

Hoard's Dairymen
Wallaces' Farmer
Kansas Farmer
Progressive Farmer, Birmingham
The Wisconsin Agriculturist
The Indiana Farmer
The Farmer, St. Paul
The Ohio Farmer
The Michigan Farmer
Prairie Farmer, Chicago
Pennsylvania Farmer
The Breeder's Gazette

WALLACE C. RICHARDSON, INC.,
Eastern Representatives,
41 Park Row, New York City.

GEORGE W. HERBERT, INC.,
Western Representatives,
119 W. Madison St.,
(Advertising Bldg.), Chicago.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

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VOL. XCIII

NEW YORK, DECEMBER 9, 1915

NO. 10

Building Big Mail-order Business on Retail Chain Foundation

Alfred M. Bedell's Unique Exploit Puts His Cloak and Suit Company in \$8,000,000 Class

Authorized Interview by Charles W. Hurd With

Alfred M. Bedell

President of The Bedell Company, New York, Philadelphia, St. Louis, Pittsburgh, etc.

IN advertising circles Alfred M. Bedell is known as the only man in the retail-store field who has made a conspicuous success of a mail-order annex. It is the only retail concern that is appearing consistently and conspicuously in the general magazines. Two years ago, in the midst of the business depression, the Bedell mail-order business is said to have increased 40 per cent over the previous year; it moved into a new eleven-story home of its own. The increase this year is set at nearly 50 per cent.

It adds interest to these facts that the Bedell retail business is not merely a single store, even a department store, but a chain of seven large and important specialty stores located in New York, Brooklyn, Newark, Philadelphia, St. Louis and Pittsburgh. The latest store was opened on 34th Street, New York, in September. Locations in two other cities are being secured.

When one reads in the Bedell advertising that it is the largest cloak and suit house in the world, that claim must, of course, be considered as referring narrowly to those two lines, for which the house unquestionably furnishes an enormous outlet; and not as embracing the many different lines which a number of other large catalogue houses carry in addition

to cloaks and suits. Bedell also carries a few other lines, namely, waists, skirts, furs and millinery in both departments; and in the mail-order department, in addition, lingerie, hair goods, shoes and children's dresses. Business for all stores and the mail-order department amounted this year to \$8,000,000.

HARD WORK AND ORIGINALITY

According to Mr. Bedell's own account of the business, its foundations were laid in hard work and a close application to detail. No doubt this is so, but hard work alone never explained any big success, and, as a matter of fact, the data gathered by PRINTERS' INK from Mr. Bedell, his friends and the trade show the inevitable originality of thought and method that went hand in hand with this particular accomplishment.

Mr. Bedell was still a young man, when, about 18 years ago, having sized up his father's retail corset, gloves and jewelry business on 14th Street as holding no very great promise of development, he opened up for himself a retail coat and suit business in two lofts above the store. The greater margin of profit in that line had attracted him.

The move proved a wise one. In a year's time he had outgrown

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the lofts; in two years' time he had bought his father out. Later he added more space and found himself in possession of a large store.

Up to this time hard work and not a little individuality may account for the progress. Then came the first departures, not yet strikingly original, but nevertheless suggestive of a growing grasp on business.

SUGGESTION FOR MAIL ORDER

"One day along in 1901," said Mr. Bedell, "almost by accident I got to reflecting on the fact that the store was filling a few mail orders from out of town. I wondered if there were not more where those came from and whether people who perhaps had never heard of us could not be persuaded to buy by mail, if for no other reason than as an experiment. Our list of out-of-town customers was a fairly sizable one, and I circularized this first with an eight-page folder, showing a number of coats, suits and waists. It went out to about 10,000 names. This proving satisfactory and indicating the existence of a market I had not realized, I laid out a larger campaign. I took the directories of the Hudson River towns and began systematically to circularize the names in batches of 50,000 and 100,000. It worked out splendidly.

"In this way the business grew from year to year, until by 1906 I had a regular catalogue and was ready, as I thought, to go into the women's magazines and advertise for a larger market. From that time up to the present the business has grown rapidly.

"My first ad was 50 lines in the *Ladies' Home Journal*. It advertised a five-dollar coat. The illustration was so large that it left little room for the text. I remember how I struggled to get an adequate description of the garment into those few lines, and how I doubted whether, after all, I could get enough in to make it worth while running. But I let it run at last and it was fairly successful.

"We now have a large list of

papers, in what I might call three classes or grades. We do not advertise the same kind of garment to all three grades, but have one kind or value for each grade.

"But we are not trying any longer to test the copy by the number of garments it sells. The main idea is to get requests for the catalogue. Requests are costing us less in most instances than they were last year.

"We have got to the point where we know our mediums. We know their circulation and their pulling power. If one of our ads does not produce, we know it is not the fault of the medium, but that the trouble is with the copy or with the selection of merchandise for illustration.

"While the mail-order business was growing, several things were happening that made its problems easier to solve than might otherwise have been the case. By 1906 or 1907 I saw that the store on 14th Street was approaching the limits of its growth. It would continue to grow for some time, but at a diminishing rate, and the only way to get more out of it appeared to be to add more departments. As the departments we already had were the most profitable we could have, I was anxious to continue specializing on them and avoid weighting them down with others less productive. I felt the way to grow was along the lines I already knew, though I could not at first see how.

THINKING OF CHAIN STORES

"While I was pondering the problem there suddenly came into my mind the thought of chain stores. They were not so common then as they are now, and there were none in the coat and suit line, which was probably the reason I had not thought of them before.

"What actually decided me to open a second store, in Brooklyn, and a third soon afterward in Newark, was the realization that I could carry them on nearly the same overhead, with the exception of rent and store help, and that, as I added more stores, I would be able to afford better buyers.

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Mail-order buying is many times harder than department-store buying, just be-

That will not answer in the mail-order business except on the lowest levels. The buying and selling conditions shift so

rapidly, that only high-grade personnel attention suffices, and naturally, this is more than a match for the best of automatized departments.





TRUSSARDI **WALSH** **LEWIS**

\$100 **\$100** **\$100**

We Pay All
 Mail or Express
 Charges To
 Your Home

Bedell

34TH ST. — FIFTH AVENUE, NEW YORK CITY

MR. BEDELL BELIEVES IN LARGE ILLUSTRATIONS AND STRONG CLAIMS. ADS ARE JUDGED, HOWEVER, BY REQUESTS FOR CATALOGUES

*How Bellas Hess Won Style-Prestige in Mail Order Field, PRINTERS' INK, May 20, 1915.

The real trouble with the department store catalogue business is that it is run as a department. The Bedell catalogue success is due to the fact that it is run as a separate business. The buyers, it is true, are the same as for the specialty stores; but they *buy on a mail order basis*; they buy, that is to say, with the more exacting conditions of a mail-order business in mind and in immense quantities of a comparatively few things. The department store's volume of business is made up of a vast number of different items. There is a natural difference, too, between chain specialty stores and department stores, that helps to explain why they should have different experiences in this matter. Department stores are groups of many differing businesses; chains are made up of similar stores. The management of chain stores ought to be correspondingly easier. Their efficiency is probably nearer that of the mail-order house.

TWO RUN IN HARMONY

At any rate, in the Bedell Company, the two run in harmony, but as distinct businesses with the one set of buyers governed by no other considerations than to get the biggest value and style at the lowest cost. The company's catalogue experience shows the trend of requirements and the volume of demand. On the retail side, each store's wants are determined partly by its sales record, partly by the opinion of its manager, and partly by that of the chief merchandise man.

The chief merchandise man of Bedell's is reputed to be one of the highest paid in the field, and each department-buyer is a high-grade specialist, who has been made so by restricting her to a narrow line and making it possible as well as imperative for her to know it thoroughly.

"I saw from the beginning that it was almost altogether a matter of buying, style picking and advertising," said Mr. Bedell, "and that it would be poor economy not to get the best service possible. The apparent saving from

the employment of low-salaried buyers might easily be lost by a few bad mistakes. It seemed good business to reduce that possibility to the minimum.

"At first I had a few good buyers or merchandise people, as we call them, and each of them had several departments. After a time it became obvious that one woman, however good, could not buy so effectively for several departments as she could for one. She would be more efficient if she were allowed to specialize and know all of the garments, fabrics, factories, etc., in a narrow field, better than she could know them in the larger field.

"I could not be sure the theory would work out sufficiently well to show an actual economy, but I determined to try it. Each merchandise person was given one department only, one for coats, one for suits, etc., and did so much better with it that there was never afterward any question in my mind that that was the right thing to do."

Having thus proved in the buying sphere the value of the principle of the division of labor, Mr. Bedell went on to give it a still further application.

"The immediate result of assigning one merchandise person to each department was increasing her ability to see more manufacturers and salesmen. She could give more time to the discussion of *style* ideas, and to the study of garments to see whether the utmost economies had been effected and the utmost life and 'go' put into it," he said.

"The real problem thus proved to be not how to load the most things on to the high-grade buyer, but how to make it possible for her to specialize always more and more on these *little things that make style* and sell the garment; the variation of a sleeve, the cut of a waist line; the set of the shoulder; the drape; the use of buttons and braid; how different materials act in different models, etc., etc.; to make a special study of all these things with regard to the garments of her one de-

(Continued on page 102)

Good laundry work is a vital matter for the woman who puts many hours into dainty hand work.

Every device and laundry help that will enhance the beauty and prolong the life of her work is eagerly welcomed.

Laundry machinery and supplies—soaps, washing powders, bluing, starch, ironing devices—all these are particularly interesting to readers of

NEEDLECRAFT

Three Quarters of a Million Guaranteed

1 MADISON AVENUE
NEW YORK CITY

WILL C. IZOR, Advertising Manager
ROBERT B. JOHNSTON, Western Manager

Member Audit Bureau of Circulations

Annual Meeting of Association of National Advertisers

Edwin L. Shuey, of Lowe Bros. & Co., Elected President

THE annual meeting of the Association of National Advertisers, held at Hotel Astor, New York, December 1-3, broke the record for attendance, 147 member-concerns being represented at the opening-day sessions.

Wednesday had been planned as an "Executives' Day," and in a number of instances officials or department heads other than the accredited representatives of the member-concerns were present.

President Tipper, in his report, urged closer co-operation with the Associated Advertising Clubs through the National Commission and otherwise emphasized the benefits of greater activity by the divisional groups of the members, between the general meetings; and called attention to the large amount of information on file at the general office of the Association to which he thought members would do well to refer before sending out lists of questions to members.

CIRCULATION COMMITTEE REPORT BRINGS OUT VALUABLE FACTS

The first subject up for discussion on the opening day was that of circulation. The Committee on Circulation Audits reported that its labors had been largely reduced by the fact that A. B. C. audits, or other audits acceptable to the A. N. A., had been arranged for to a great extent by publishers. The discussion centered on the information that the audits were developing as to the manner of obtaining circulation. The offers of various publishers and of subscription agencies, which had come to the hands of members of the Association, were read and commented on. In some instances merchandise apparently of greater value than the price of a year's subscription had been offered as a premium. A lively discussion was precipitated by one member taking the ground that if

the publication were meritorious and the people who would read it were reached it mattered little to the advertiser by what methods the circulation was secured. He thought that persons to whom premiums appealed strongly would in many instances be those who had few publications to read and who would read them more closely than the people of well-to-do homes who subscribed for dozens of magazines.

Opposing this argument, a Rochester member told how he had secured a list of premium subscribers that a certain publisher had in Rochester and compared these names with a list of cash-paying subscribers to the same magazine in the same city; the result, he declared, left no doubt as to the superiority of cash subscription. A large user of farm-paper space pointed out that if the 20 to 30 per cent of farmers in the State of Illinois who took no farm paper were left out of the figuring, and the total of all alleged farm-paper circulation in that State were made up, the result would show that there was an average of eight or ten farm papers to a home. This, he believed, showed a craze for large circulation and the forcing on readers of many publications that they really did not want and would not read to any great extent. Such methods were sure to result in advertising getting less attention.

The point was made that it was not material what commission the subscription canvasser secured, nor even so vital whether the publisher actually made money or lost money on circulation, so long as the paper itself was of a character that appealed strongly to readers and the reader gave proof of that by paying the full price. One member volunteered the information that a manufacturer of his ac-



THE H. K. McCann Company enjoys the privilege of co-operating with Wells Fargo & Company Express in the conduct of their advertising work.

In addition to our contract with Wells Fargo advertising headquarters in New York, the San Francisco Office of this company is co-operating closely with the Pacific Coast organization of Wells Fargo & Company.

A copy of a booklet, "We Have a Man Who Knows," will be mailed upon request.

THE H. K. McCANN COMPANY

New York

San Francisco

Cleveland

Toronto

At New York—61 Broadway

quaintance had been paid \$7,500 for giving away 100,000 subscriptions with his merchandise. It was suggested finally that it was not the mission or the desire of the Circulation Audit Committee to say what was good circulation or poor circulation but to gather the full facts and submit them to members for their consideration.

Following circulation came the subject of price maintenance, the discussion being opened by William H. Ingersoll. Mr. Ingersoll reviewed the cases and decisions of the past year and pointed out that now was the most auspicious time to push the Stevens Bill. He believed that it was of the greatest importance that this bill be passed and the rights of manufacturers established, even though to many members the principle of maintained price just now was not a vital one. The newspapers and magazines were generally favorable and only the dry-goods interests and a few trade papers seemed opposed. Members were urged to reach the trade through their salesmen and through direct appeal. One of the members selling an article priced at 25 cents related how it had been cut on occasions to as low a price as four cents. Another member offered an experience in which a small retailer, turning over to the Government certain correspondence relating to price maintenance, cost the manufacturer about \$2,000, though the case was finally decided in the manufacturer's favor. A user of newspaper space described how he had discouraged price-cutting in a Canadian city notorious for price-cutting practices by making it a condition that retail prices would be maintained before the manufacturer's advertising was placed in local mediums. When retailers violated this understanding, the copy schedule was immediately suspended. The lesson proved to be effective, and the advertising was later renewed.

Mr. Dobbs, of the Coca-Cola Company, related how moral suasion with jobbers had been the means of eliminating the price-cutting among them to a large de-

gree. He thought that this method and an appeal to the newspapers of the country that carry national advertising would be productive of much good.

It was reported that the investigation and report on price-cutting which had been started by the Government and then discontinued would be taken up and pushed to completion. Already a great deal of valuable information has been gathered.

A report made by the Trade Practices Committee set forth that the question, taken up with the National Commission, of publishers billing advertisers for space before the advertising had actually appeared, had been discussed with the members of the Commission that represents the publishers, but that nothing tangible could be reported at this time.

ADVERTISERS' RELATION TO AGENCIES

The discussion on agency relations brought out nothing new. There was some argument for an abandonment of the commission system, but the consensus of opinion was that progress in this field must come as an evolution rather than as a revolution, and that as much as should be expected at this time would be a willingness by publishers to leave advertisers and agents to decide between themselves what commission should be paid on the advertiser's expenditures. This would leave the advertiser free to pay a commission that would represent the service rendered. A resolution was adopted calling for a statement from members as to the weaknesses they see in the present relations between advertiser, agency and publisher and practical suggestions for improvement. A suggestion offered during the discussion that members of the Association form and support an agency of their own was not received with much enthusiasm. An automobile advertising man pointed out that competitive interests would not be likely to enter such an arrangement. The chief point of the agency-relations discussion was that the present system unduly encourages large space in

Consolidation in Oklahoma

Arthur Capper announces the consolidation of the Oklahoma Farmer and the Oklahoma Farm Journal, effective with the issue of December 25.

Mr. John Fields, for many years editor of the Oklahoma Farm Journal, retains an interest in the consolidated papers and will continue as editor, devoting his entire time to the larger Oklahoma Farmer.

Mr. Fields has been active in agricultural work in Oklahoma for twenty years and is one of the most useful and influential citizens of his state. He knows Oklahoma from border to border, and has the confidence of Oklahoma farmers. Through the consolidated papers he will be able to render his people still more efficient service.

The guaranteed paid circulation of the new Oklahoma Farmer will be at least 75,000 copies per issue.

The rate for the present will continue to be twenty-five cents per line—the present Oklahoma Farmer rate.

Arthur Capper Publisher.

MARCO MORROW, Director of Advertising.

Chicago, 1800 Mollers Bldg. J. C. Feeley

New York, 716 Flatiron Bldg. W. T. Laing

Kansas City, 700 Graphic Arts Bldg.,

R. W. Mitchell

St. Louis, 1106 Chemical Bldg., C. H. Eldredge

Omaha, 203 First National Bank Bldg.,

J. T. Dunlap

Oklahoma City, 1005 Colcord Bldg.,

M. L. Crowther

costly mediums and discourages those forms of advertising that yield no publishers' commissions.

Individual action was the keynote of the discussion on objectionable advertising. More than 900 replies had been received from publishers in reply to the ten pointed questions of the Association bearing on the character of advertising admitted. Various members told of the letters and other forms of notices that they were sending out with their inquiries for rates and their orders, these notices setting forth the views of the advertisers as to association of their announcements with the appeals of disreputable advertisers. It was learned that the American Newspaper Publishers' Association had transmitted to its members, in a confidential bulletin, some of these protests. A digest of the replies from publishers as to character of advertising admitted is to be sent to A. N. A. members for their consideration.

Members selling pure silk products complained of suffering from the advertising of concerns selling products that are not silk but which contain the word "Silk" in the trade-name. Mr. Harn, of the National Lead Company, thought that it might be possible to turn this situation to the advantage of the real silk advertiser if he pointed out that if the purchaser wanted to be sure of real silk she should buy by the trade-name. He said that the white-lead people had gone at the matter in this way. A member representing linoleum interests told how the linoleum trade had suffered from practices similar to those described by the advertiser of silk.

A large number of the members confessed to being concerned about efforts of sellers of non-advertised goods to convince the retail trade that the cost of the advertising is taken out of the retailer's profit or added to the selling price, that the non-advertised article can be sold to as good an advantage and will yield a larger profit. These experiences brought forth an interesting discussion, which resulted in the adoption of a resolution that a

small but attractive book be prepared on the subject of manufacturer's advertising as a selling aid to the retailer—that this be prepared along such broad lines that almost any manufacturer selling through retailers could use it as a missionary tract, not only for the education of the retailer and his sales people, but for the manufacturer's salesmen as well. It was decided, after discussion, that though this book would be controlled by the A. N. A., manufacturers not members should be permitted to use it. About a dozen members indicated the number of copies of such a book that they could use.

Herbert S. Houston, president of the A. A. C. of W., came before the convention and told of the progress made in improving the character of advertising and in the way of contemplated aid for the retailers of the country. He made a strong plea for the financial support of all national advertisers toward this movement.

ROUND-TABLE TALKS ARE POPULAR

The larger part of the time of the convention was taken up with round-table discussions, these having proved to be especially popular and practical at the Cleveland meeting. The following groups met regularly at the luncheons: building materials, foods, toilet articles, automobiles and automobile accessories, agricultural, textiles, paints and varnishes. Following is a résumé of the principal open discussions:

New Forms of Dealer Advertising: Mr. Walton, of the Burroughs Adding Machine Company, made an impressive exhibit of cost-accounting advertising that his company has succeeded in getting a number of banks throughout the country to use, this advertising being along broad lines and not bringing in the adding machine or the name of anyone connected with it. A house-organ service, with articles specializing on the various trades, was also being furnished successfully by the Burroughs company.

Education of Retail Sales People
(Continued on page 81)

Born December 4, 1915

-a greater trade paper for the Textile Industry; in fact, one of the world's greatest trade papers. Inasmuch as **TEXTILE WORLD JOURNAL** combines the standards, good-will and experience of two papers, for years recognized as leaders, it arrives at a position of unquestioned prestige immediately.

The American Textile Industry, representing the second largest industrial capitalization and purchasing power of this country, is an inviting field for all whose products are sold to manufacturing trades.

We would like to send a copy of **TEXTILE WORLD JOURNAL** with information as to how thoroughly it covers its field.

Textile World Journal

Textile World Record - Textile Manufacturers Journal

Member Audit Bureau of Circulations.

ANNUAL REVIEW NUMBER, published January 15, limited to 400 pages. It is respectfully advised that those wishing to use this Number, have their requisitions for space in as early as possible.

The BRAGDON, LORD & NAGLE CO., Publishers

377 Broadway, New York

Boston

Philadelphia

100% — Increase in Circulation 100% — Increase in Advertising

The January issue of Hearst's Magazine just closed shows not only a better than 100% increase in circulation but also in advertising lineage and revenue.

This gain in circulation is *not due* to any unusual selling scheme. The gain in advertising is *not due* to any "special number"—just plain appreciation by the advertiser that circulation properly obtained as Hearst's has been obtained, is a *good* circulation for the advertiser to buy.

January is presumed to be the *dullest* issue of the year in volume of advertising carried—yet

The advertising revenue of January Hearst's is larger than any issue of nineteen fifteen with the exception of December. 100% increase in any business should be considered satisfactory, yet if advertisers would accept our *true worth* as our *real worth* the percentage of January gain would have been many times higher.

But advertisers and advertising agents want to be shown. To us the reason seems to be plainly apparent.

Does the fact that a magazine has jumped from 250,000 to 541,000 circulation mean that the public is avoiding it?

Does the fact that 80% of its sale is over the newsstands and in reply to a voluntary demand, mean that the public does not like Hearst's?

Does not the fact that the editorial contents of Hearst's is the most "expensive" in the general field mean that we appeal to the most discriminating readers?

Hearst's has had the biggest increase in circulation of any general magazine in 1915, and we predict—

That it will have not only a greater circulation gain in 1916 than any other general periodical, but a larger gain in advertising as well.

Advertisers are beginning to *see Hearst's* through the eyes of its readers.

February forms close December 31st.

Hearst's Magazine

119 West 40th Street
New York City

908 Hearst Building
Chicago, Illinois

Member Audit Bureau of Circulations

"Yes, that's so," said the wife, "when I don't see it advertised I think it's going out. I really didn't know until the other day that Sapolio was still in existence. Gold Dust is now my favorite."

So, don't merely start advertising to Our Folks—keep on advertising. Don't let our people think your goods are "going out." The business that originates in over a million homes of the Farm Journal kind is too big in volume, far too valuable, to be played with. Start your advertising and then keep on—that's the way we do, and we find it successful, so why shouldn't you?

 April closes March 5th.

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Flaws in the Selling Plan

The Viewpoint of Retailers in Sizing Up Manufacturers' Policies

By Paul Findlay

FLAWS in selling plans in which flaws exist are likely to be found due to

1. Manufacturers' ignorance of the true character of the average retailer.

2. Manufacturers' retention of features and ratios adopted many years ago, which, while fair when incorporated into the plan, are obsolete or obsolescent to-day because of vastly altered conditions.

3. Manufacturers' indifference to the welfare of the retailer—or worse.

4. Manufacturers' failure to appreciate the vital importance of the retailer and consequent carelessness in providing for retailers' adequate, logical remuneration.

"And the last shall be first."

* * *

The salesman for Cook & Co., canners of food products, calls at the usual time; but this week he has a new item to offer. It is canned macaroni, in tomato sauce, "the best yet, Mr. Jenkins; beats anything of the kind ever put up; advertised in the *Wednesday Evening Mail* and all the rest of them—street-car cards—posters—everybody reading—sure to be big demand at once."

All of which listens pretty good to Jenkins, though he reserves enthusiastic response for the moment. He tries the goods and acknowledges that "many people will like them. And now, Mr. Honeysuckle, what do they cost me?"

"Ninety-five cents for the small, one thirty-five for the medium, one ninety for the large," replies Mr. Honeysuckle.

"Sell for 10, 15 and 20 cents?" asks Jenkins, and Honeysuckle nods. Jenkins figures a minute and then says: "Yes, just as I feared. Costs and selling prices all out of line. Surprising to me that people of such experience will stumble so badly when they work out their sales plans."

Honeysuckle is taken aback, but asks to be shown. So Jenkins says:

THE MODERN GROCER "SHOWS" THE SALESMAN

"I get 25 cents a dozen on the small size. That pays me 20 per cent plus. I get 45 cents on the medium, which thus pays me just 25 per cent. I get 50 cents on the large, and that takes me back to 20 per cent plus again. Logically, the margin should increase as the size of the unit grows, because anybody can see that the cost of production is proportionately greater on the smaller sizes. The labor charge is naturally just as great on the ten-cent tin as on either of the others—practically the same for each size tin; so I should earn an increasing margin as the size of the unit increases.

"Really, to properly state the case, I should have not less than 25 per cent minimum all along the line on goods of this character. I resent not being allowed that margin, because not only could Cook & Co. well afford to give me that profit, but trade-marked goods build good will for the manufacturer. Every package distributed increases the value of Cook's trade-mark, so that I am establishing their business on a firmer basis every day. They can get along without me, individually, in precise proportion as my introduction of their goods is intelligent and energetic—the better my work, the cheaper is introduction for them. So they should pay me rather well for what I do.

"Even so, however, I might feel justified in accepting 20 per cent on the small size, because I realize that the cost of packing that one is proportionately greater, if I were allowed not less than 25 per cent on the other two. But, as things have been worked out by your people, I can only stock the 15-cent size. One case, Mr.

Honeysuckle; 15-cent size; no—cannot use the others. Sorry.”

Honeysuckle pleads his powerlessness, and his position is recognized by Jenkins. There is no feeling about it. They are friends, just the same. Jenkins is too old a grocer to fail to grasp the situation. He also knows the futility of trying to change things with Cook & Co., now that their plans have been formulated and sales have commenced. So he buys only the 15-cent size—never handles any of the others. Other preparations of similar character are on the market, and Jenkins simply sells the large and small tins of other packings. He is salesman enough—do not overlook this point—generally speaking, to substitute what he wants to sell and to get away with it. He says nothing—just saws wood.

WASTED SALES EFFORT THAT IS PREVALENT

This little drama is being enacted, with variations, all over the country every day. It reflects conditions which entail great losses to manufacturers of trade-marked merchandise. These losses take the form of wasted sales-effort; loss of efficiency in their advertising; substitution; worst of all, and most serious in its consequences, lack of dealer-interest. Here the flaw in the selling plan is failure to provide adequately for the retailer, carelessness in this important matter as of a thing “not worth bothering about!”

In this particular case the difference of 10 cents on the dozen of the 20-cent size would have secured the co-operation of all the Jenkinases, because the 20-cent article that costs \$1.80 the dozen pays 25 per cent. The allowance of this 10 cents on the large size would have carried along the 10-cent size. In such event Jenkins would have confined his efforts to the sales of Cook's macaroni exclusively. He would have been glad to do that; would have been happy to concentrate on the one brand. Looking at things this way, it seems reasonable to suppose that Cook might well have arranged for a \$1.80 price on the

large size and would have derived additional ultimate profit from such arrangement. As things stand, not only does this canner operate through a distributor indifferent to his interest, but he holds the umbrella for other packers of macaroni in tomato sauce.

The science of the adjustment of margins and prices is far from perfect development as yet. Moreover, factors change positively and relatively so constantly that we shall have to go far before we have evolved a system whereby we can fix, without error and with scientific certainty, the correct margin and price on a given article at any particular time. The best we can yet do is to note certain evidently prevailing conditions and make adjustments, as correctly as possible, in the light of our limited knowledge; but there are some things which seem so obvious that neglect to take them into the equation argues inexcusable ignorance, misunderstanding or indifference—or a combination of two or all of these.

In the case of unidentified products, like bulk rice, oatmeal, coffee, spices, the producer tends to receive less, the retailer gets a wide margin, the consumer pays full value but on the whole less than for similar qualities identified by trade-mark. Here the producer, and also the wholesale distributor, must make his share out of rapid turnover on light expense.

Some notable instances of trade-marked goods falling very nearly into this class are found. For example, a certain line of canned goods pay the producer a nice margin, or at least this looks like a safe guess. They pay nothing to the jobber—do not go through the jobber except in some limited localities. But, though no fixed, or maintained price plan is attempted, the retailer can enjoy a very satisfactory margin on the average of the sales of this line, and the consumer seems satisfied.

A better example of an utterly unprotected article is a well-known brand of chocolate. This line is sold, on terms which remind one of the “Laws of the Medes

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and Persians," to jobbers only, at retail list less three per cent to the purchaser of \$1,000 worth at once, or less one per cent to the purchaser who buys less than \$1,000 worth. The character of the product is the highest, is probably the standard by which all others are gauged; the grade unvaryingly reliable, the quality unimpeachable; and a well-defined policy of advertising and sales effort keeps it moving. It is interesting to note that though this product is simply "floated" out into the market with no attempt made to maintain any special level of retail value, retailers generally earn an ample margin on its distribution.

When we examine the average run of identified products, trademarked merchandise as a whole, we find the producers waxing rich on fat margins, retailers working for a margin barely sufficient to cover distributive costs—or less—and consumers paying as much as for the same character of goods in bulk, or even more. This is where things are badly out of focus. Let us try to ascertain some reason why.

MANUFACTURER MIGHT WELL PUT ON LONG-FOCUS GLASSES

The manufacturer of a trademarked article is apt to be located in one of the larger cities of the country. In those congested localities peculiar retail conditions prevail. The retailer, very likely, does not know his customers; is not courteous; renders indifferent service; has "no time," in many instances, to attend association meetings of the grocery trade; will not listen to arguments intended for his own betterment and by and large is an indifferent merchant—to put it mildly. He cuts prices regardless—seems bent on doing business for nothing—and his mortality is very high. Why the mortality is not higher is a mystery worth inquiring into; but not at this time.

The manufacturer who has this kind of merchant under his eye constantly is apt to become embittered against the whole tribe of retailers. His impression is very bad. He feels that the re-

tailer is a dub who does not know enough to take and keep a margin when it is provided for him—and he straightway proceeds to absorb most of that margin himself.

The tobacco business is a case in point, tobaccos having been used as leaders so generally that margins have all but disappeared. Consequently, tobacco manufacturers systematically omit practically all consideration of the dealer in their sales-plans. In this case there is much to be said on their side.

But, speaking generally, distribution throughout the entire country is effected to a much greater extent by small-town than by city retailers. And the small-town storekeeper is a much better merchant than his city compatriot. He thinks and reads. He listens to salesmen and instinctively selects as his informers the "boys" worth while. He studies and compares qualities and prices—always with a conscientious though usually unconscious intention to render really meritorious service to his customer. And that customer is his friend and neighbor who lives next door or across the street and belongs to "his" church. Not infrequently the small-town grocer is a substantial pillar in the church, a member of the vestry or the session. It is no light thing to him if his transparent honesty of purpose is called in question.

This merchant is a man of character and influence whose good will is worth cultivating and whose prejudice is a force which it costs money to offset or combat. The bright manufacturer will inform himself on the difference between the country merchant and the city substitute and will appreciate the wisdom of providing equitably for the vast majority of his distributors who do business in small local communities. He will overlook the shortcomings of the city fellows in planning for the much more important Jenkinses who sell most of his goods. Thus shall we get away from the first cause of Flaws in the Sales-Plans.

In contrast to the macaroni of Cook & Co., should be noted, among articles long on the market, a well-known brand of soap. It is about 40 years since it was

introduced and its price never has been specially protected; but it has a sort of "natural price," a fact evidently carefully weighed by its makers in the beginning, and it yields the average retailer fully 20 per cent. This is quite remarkable when we consider that the expense of running a retail grocery business in, say 1880, averaged probably about eight per cent on sales. This soap, large size, was designed to be a ten-cent seller. It has cost the retailer from about \$7.25 down to \$6.65, or less, for 100 cakes. Hence the margin provided by the makers has ranged from $32\frac{1}{2}$ per cent to $27\frac{1}{2}$ per cent. Selling, as it has generally sold, at nine cents or three for 25 cents, it has yielded from $23\frac{1}{2}$ to 20 per cent. The small size always has been a 20 per cent article, if sold for five cents. It is well worth remarking that the indicated retail prices are very generally maintained outside of congested centers. This sales-plan, therefore, was formulated with unusual skill and foresight, for not only was it liberal in its provisions of retail margin in the beginning, but it is sound even under present-day retail expense accounts.

FLEXIBLE POLICY PERMITS OF CHANGING PLANS

So we reach Number 2 in our classification, covering plans which, even conceding they were fairly sound when inaugurated, are obsolescent, or worse to-day.

A variety of trade-marked crackers belongs here; and, by courtesy, I shall call the plan of their marketing imperfect. The retailers' margin is $16\frac{2}{3}$ per cent on the sale. When these goods were introduced, about 1900, the average retail grocery expense was around 12 per cent—probably not more. Few retailers figured correctly and this manufacturer took advantage of that fact in stating that the margin provided was 20 per cent—which it is, if the margin be computed on the cost, as it mostly was in those days. Even so, with an expense of 12 per cent on sales, a gross margin of $16\frac{2}{3}$ per cent of the selling

price was not inequitable considering the staple character of the article. But to-day the expense of doing business is fully $16\frac{2}{3}$ per cent of the sales on the average—perhaps even more than that—so the retailers' cost in the case of these goods should be readjusted to a basis of 20 per cent or better. Such readjustment would involve a reduction of only two cents on the dozen, and there would seem to be ample room for such reduction if we are permitted to judge by appearances and authenticated reports. Readjustment is especially urgent in this case, too, because the "upset price" absolutely limits the margin from the other end.

All the well-known 15-cent cereal preparations are sold on similarly imperfect plans. True, there is no arbitrary limitation imposed by the makers on the retail price; but there is the practical limitation imposed by custom which renders odd prices out of the question. Custom decrees that package goods of this character shall retail at 10 cents, 13 cents, 2 for 25 cents; 15 cents, etc. So more than 15 cents on these breakfast foods is practically impossible—always except in that Happy Land of the Pacific Coast where 18 cents, 2 for 35 cents, is the prevailing basis.

A reduction in retailers' cost is in order on all this kind of goods, to bring the sales-plans up to date. The cost is now \$1.50 the dozen. It should be made \$1.35; thus increasing the retail margin to 25 per cent. This can be done. It is being done, as I shall show below. The performance of this undoubted duty to the retailer will more than pay for itself, as is being demonstrated by many; and it may be a fair guess that failure to note the writing on the wall of the structure of present-day business will become disastrous in the not distant future, while due regard for conditions present and approaching will lead to added prosperity and profit.

Lest I convey the impression that I think the representative retailer is entitled to a sort of brass halo, has always been a good boy

(Continued on page 25)

I Find It Profitable

to go through the "American Machinist" twice.

The first time, I start at the front cover and run through the paper more or less hurriedly, taking particular notice, however, of such new machines or tools as might be used to advantage in my line of work.

The "Shop Equipment News" is examined carefully. During this first reading I examine the advertising for such machines or tools in which I am interested, and which have previously appeared in the "Shop Equipment" section, to ascertain if the maker has sufficient confidence in his new product to hazard some advertising. If such be true, an inquiry naturally follows.

At this first reading a general idea is obtained as to what the entire paper contains. At a more convenient time the paper is taken up for a more careful examination, and the editorials come first.—By H. R. Gilliam, General Foreman, American Encaustic Tiling Co., Zanesville, Ohio

This letter illustrates why advertisers in the American Machinist meet with such remarkable success. Its readers are eager to know about machine shop tools and equipment. They are always on the alert, looking for what is new, good, efficient.

American Machinist

One of the five Hill Engineering Weeklies published at Tenth Avenue and 36th Street, New York City. The others are *The Engineering and Mining Journal*, *Engineering News*, *Power* and *Coal Age*.

All members of the A. B. C.



Reproduction of a full-page advertisement of the Mantle Lamp Company in the December issue of *Successful Farming*.

From a \$28 trial ad to \$3150.⁰⁰ in two issues

One day, seven years ago, Mr. B. S. Presba, then with the Mahin Advertising Agency, noticed a classified advertisement for the Mantle Lamp Company, of Chicago, in a publication reaching city people. He went to the manufacturer, Mr. Victor S. Johnson, suggesting the use of farm papers. Mr. Johnson's business was not large at that time, and when Mr. Presba recommended as a try-out a 14-line advertisement in the columns of *Successful Farming*, the cost of which would be \$28.00, he had some difficulty in convincing Mr. Johnson that he should appropriate the money. Yet within 60 days after insertion Mr. Johnson received more than \$600.00 in cash as a result of this advertisement, and requested Mr. Presba to find "more papers like *Successful Farming*."

Since that time more than one million Aladdin mantle lamps have been sold in farm homes as a result of the advertising in *Successful Farming* and other publications. Every year has seen an increasing advertising appropriation and a big increase in sales.

The Company used a full page advertisement in the November, 1915, issue of Successful Farming and are running another page in the December issue, spending more than 100 times as much in these two months as their trial advertisement amounted to only seven years ago.

Advertising has not done it all, because the article is one of wonderful merit that filled a great need and there have been extraordinarily good methods used in their general sales work, but advertising in Successful Farming and other farm publications has been largely the basis for the extraordinary growth of the sales.

The reason Successful Farming is an excellent medium, according to Mr. Presba, who is now Secretary and Advertising Manager of the Mantle Lamp Company, is because it covers very thoroughly the part of the United States in which the most money is spent in farm buildings and home equipment, as is shown by the map below. This is one of our Definite Data Maps, a set of which will show many advertisers where their best market is in the farm field. If you would like a set, address

E. T. MEREDITH

Publisher

Successful Farming

DES MOINES, IOWA

Chicago Office
1719 Advertising Building

New York Office
1 Madison Avenue



Definite Data Map showing the location and the value of farm buildings. One dot means \$200,000 worth of buildings. More than half the dots are in the thirteen states comprising the Great Wealth Producing Heart of the Country.

America's Largest Purchasing Agent

Is the Woman-Who-Buys for the Home

¶ Not only is she America's most important buyer of everything from Soups to Silver—from personal wearing apparel to parlor furniture—but she is also the final arbiter, the loss of whose good will and continued favorable interest in ***Your*** goods would close your factory within twelve months.

¶ We fully appreciate that you “are now reaching the Woman-Who-Buys”—you *have to* in some way, or your goods wouldn't sell.

¶ This is simply to suggest a ***new*** way of direct, forceful and interest-compelling appeal every month to 500,000 Women Buyers of America, which you can add to your present methods greatly to the advantage of your plans of sales promotion for 1916.

Send To-day for Our Free Booklet
“CREATE THE BUYING IMPULSE”

THE SPERRY MAGAZINE

FOR THE WOMAN-WHO-BUYS

500,000 Circulation Guaranteed

Two West Forty-fifth Street - New York
WILLIAM STARR BULLOCK, *Business Manager*

and has never deserved any of the abuse to which he has been subjected, let me say that he has not been without fault. No: nor is he free from sin to-day.

The retailer has no fair comprehension of manufacturers' problems and difficulties. Naturally, he cannot know how much of a problem he himself is to well-intentioned manufacturers. So he has failed to lend intelligent co-operation to those who have really tried hard to protect his interests. He has neglected to retain generous margins, even when such were provided. Thus many of the most sincerely well-meaning manufacturers have lost heart and abandoned the fight for "the square deal."

Herein do we find the cause of the third classification of manufacturers' faults above noted. Only a few days ago I heard the sales manager of a concern with national distribution exclaim: "To hades with the retailer! I don't care a continental what becomes of him. My idea from now onward is to give him the least possible margin on which we can get by without incurring his determined opposition, for he's little use to us."

But, avoiding the question of the wisdom of risking antagonism where such might prove disastrous or, at least, expensive, let me say most earnestly that this attitude is mistaken and will not get anywhere. Retailers have erred from the same causes that have misled manufacturers and all the rest of us—through ignorance of business principles, logic and the law of compensation. But retail education is progressing. Merchants are awakening to the inevitable result of combining two with two; so the tendency to-day is toward the retention of allotted margins much more universally than formerly was the case.

And again, to show that this "darn-the-retailer" idea is sadly mistaken, let us turn to the success of a ten-cent breakfast food, well known to everybody, with a plan fair to the distributor, and the soap mentioned above. Taking

note of such examples from past experience, we can see that reasonable consideration for the retailer results in distributor good will of great value to any manufacturer, large or small.

SIGNS OF FUTURE SALES DEVELOPMENTS

This breakfast food, sold at regular list, costs the retailer 91 2/3 cents a dozen, so it yields him almost 23 2/3 per cent, if he gets the ten cents which it is the plan of the manufacturer that he should get. But the manufacturer has just started to market a new bran-mixed article in 25-cent packages. I notice this is packed in cartons of 12 packages and that the cost to the retailer is \$2.25 the carton. This shows the retailer a full 25-per cent margin. Also, the point is made that "It is conveniently packed for you in cases of 12 packages," so there is no attempt to load up the grocer.

It is not to be expected that the retailers of New York City, Buffalo and Indianapolis will all be wise enough to retain the liberal margins thus shown to be allowed them on these products. But the manufacturers are not to blame for that. Their business conscience can be clear and their many interior distributors will accord them full co-operation because of this liberal treatment.

And now comes another cereal company, setting forth its plan of co-operating with the retail distributors. I wish I could copy its entire announcement as published in a trade paper, for it is good talk, every word. There is little room for a single distributor, wholesale or retail, to find fault. Here is the gist of the plan:

The manufacturers sell through jobbers; the consumer's price is 15 cents and the goods cost the retailer \$1.42 1/2 per dozen, so retail margin is nearly 21 per cent; purchases of one case at a time are asked for, so that stock may always be kept fresh and dealer may get the benefit of rapid turnover. The margin might be criticised but for the following unusual announcement:

"We guarantee profits on spoiled

goods—our sales policy allows you a profit (not just your money back) on every package you purchase. In the case of every other food product we know of the grocer loses his profit on spoiled and returned goods. Not so with — Send goods direct to this company. We will send you our check for every spoiled package at the full retail price of 15 cents."

Considering that the maker allows the retailer almost five per cent more than is customary and, in addition, gives him this unqualified guaranty, things look pretty promising for a more perfect understanding between the manufacturer of the future and his distributor. Moreover, this company is not new in the game, for it has successfully operated for upward of two years and has grown quite satisfactorily under the policy of a liberal deal for the retailer.

Another is our old friend, Dr. Price, originator of baking powder, now located in Minneapolis. He is exploiting a line of products on a plan similar to that behind Rexall and other dealer-co-operative plans, and he hopes to establish exclusive-agency connections, one to a town, as Rexall does. The idea looks good and certainly Dr. Price's name is one to conjure with; but whether the double burden of the introduction of unknown goods and the establishing of agencies can be carried will depend on the capital behind the idea.

The instructive point is that the retailer is being pretty generally provided for in plans of to-day and to-morrow.

The great promoter of effective co-operation is mutual acquaintance, for that leads to mutual understanding and respect. Manufacturers and retailers both have had their noses too continually on the grindstone to see very much of each other in a broad way. Today manufacturers tend to encourage retailers to "get together" and an increasing percentage of manufacturers are joining in these get-together movements. All factors of manufacture and distribution are becoming inoculated with the spirit of enlightened co-opera-

tion. Things improve daily. Only the blind pessimist can misread the tendency of the times.

Again, manufacturers and wholesale distributors are coming to realize that the enlightenment of retailers is largely within their control. They see themselves as the bigger brothers who must lead the way. These men will bury all feelings of resentment against an ignorance from which they themselves are only just emerging, and will provide for the welfare of the little brothers.

Future sales plans should be based on present conditions with an intelligent forecast; for, whereas 20 per cent upward was an ample margin to cover retail distribution in 1900, 25 per cent upward must be provided to-day. And, while active dealer co-operation will not yield 100 per cent as yet, the percentage of intelligent backing on which the manufacturer who works with retailers on a good-faith basis can count is constantly increasing.

It is true that the plans of some well-meaning manufacturers have miscarried in the past. It is true that such miscarriage has not been their fault alone. But we know that two wrongs do not make a right. It remains the duty of the manufacturer to provide adequately for retail earnings, even though no scheme which he can devise will yield 100 per cent returns. The proper performance of that duty has yielded big returns in the past, and indications are that it will yield much more heavily in the future.

Accessions to J. Walter Thompson Company in Detroit

Paul Seidenstricker and W. L. Austin have been added to the staff of the Detroit office of the J. Walter Thompson Company. The former has been associated with the Franklin Press and Van Leyen & Hensler, and the latter was formerly with the Detroit Lubricator Company as advertising manager.

"Motion Picture Magazine" Appoints Western Representative

Archer A. King has been appointed Western representative of *Motion Picture Magazine* and *Motion Picture Classic*, with headquarters in Chicago.

S. Wilbur Corman Retires from N. W. Ayer & Son

S. Wilbur Corman has resigned his position as general manager of N. W. Ayer & Son, to take effect at once. Last summer Mr. Corman had to undergo a severe operation which necessitated his being away from business for three and a half months. Since that time he has not entirely recovered his health and, acting on his physician's advice, he will take a long rest and will not make any business connection for some time to come.

Mr. Corman has been associated with N. W. Ayer & Son for nine years. Prior to that he was for over eight years with the Root Newspaper Association. His early experience in the drygoods field was acquired as advertising manager of Linn & Scruggs, Decatur, Ill.

It is interesting to note that Mr. Corman is one of the numerous advertising men who have since become prominent who ascribe their entry into the advertising field to a regular reading of **PRINTERS' INK** during their youthful days.

Advertisers' Winter Golf League's Tournament

The twelfth annual tournament of the Winter Golf League of Advertising Interests will be held at Pinehurst, N. C., starting January 10, 1916.

Harold E. Porter Now Heads A. D. Porter Company

Harold E. Porter has been elected president of the A. D. Porter Company, New York, publisher of the *Housewife*.

His first position with the company he now heads was that of New England advertising representative; he then became successively Eastern manager, vice-president and director, and a year ago was elected general manager.

Fred J. Willock has been elected vice-president of the company and appointed general manager. Since 1910 he has been circulation manager of the *Housewife*.

R. C. Chase Appointed to Davis Milk Machinery Co.

Roscoe C. Chase has been appointed advertising manager and assistant sales manager of the Davis Milk Machinery Company, North Chicago, Ill. He has been associated with the advertising department of *Farm and Fireside*.

J. E. Sample to Manage "Coal Age"

Joseph E. Sample has been appointed manager of the *Coal Age*, published by the Hill Publishing Company, New York, succeeding William Le Baron, who has been appointed publicity manager of *Collier's Weekly*.

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

How "Black Cat" Made Good on Its Advertising

Succeeds in Making Aniline Dye and Keeping Down Price to Consumer and Dealer

LAST week, Wednesday, the new private dye-stuff plant of the Chicago Kenosha Hosiery Company turned out its first batch of what it claims is aniline black—and broke the dye famine so far as Black Cat hosiery is concerned. Two hours later a representative of PRINTERS' INK was on the way to Kenosha, for behind this mechanical accomplishment lies an interesting advertising story. It is a story that was not obvious in the brief news item that flashed across the Associated Press wire Wednesday evening, neither will it be noticed in the purely mechanical account appearing in the textile press. But the direct and indirect reason why the maker of Black Cat hosiery took the bull by the horns, and won out on what looked to be a thousand-to-one shot, was the company's advertising obligations. Here is the story as it was told to PRINTERS' INK by R. N. Kimball, secretary and general manager of the company, and the man who, against the advice of experts who said it couldn't be done, went ahead and did it.

TRADE-MARK'S GOOD WILL VALUE REQUIRES MAINTENANCE OF QUALITY

"To begin with," said Mr. Kimball, "you must get fixed in your mind just what our situation was when the war interfered with dye-stuff shipments from abroad. Unlike the manufacturer of unbranded and private-branded hosiery, we had to keep up the quality of our product at any cost. For us to do what many of the others did in the way of diluting their blacks, using make-shift dye-stuffs or raising prices to cover the thousand per cent increase in the cost of aniline oils was out of the question.

"For 25 years we had advertised our blacks. During that time I suppose we have invested close to a million dollars to establish

the quality of our product in that respect. We had built up on that claim a business of over a million dozen hose a year. Likewise, we had established the hose at definite fixed prices, so that it would have been almost impossible for us to have raised the resale price. In the first place, there are no intermediate values. To raise the price would mean selling our 25-cent hose at 50 cents, and so on, something which we could not do, and would not if we could. Neither would we raise the price to the dealer.

"Yet the price situation was serious, in spite of the common belief that the advance of dye-stuffs is too insignificant to affect the per-item cost price of hosiery. As I have said, the cost of aniline oil has advanced since the war over 1,000 per cent. What we used to pay ten cents a pound for, now sells for \$1.10 a pound. At one time it was as high as \$1.70. There are a few—one or two—concerns in this country making it, but these cannot begin to supply the demand. We tried every conceivable plan to get a supply from the General Chemical Company not long ago, even bringing Wall Street pressure to bear, without success. Paying \$1.00 a pound for the oil adds from 15 to 20 cents a dozen to the cost price. When you appreciate that a cent a dozen on the cost means a profit or loss of \$10,000 a year to us on our output, you begin to get some idea of the seriousness of the problem."

As bearing on this point PRINTERS' INK learns that firms under contract with the General Chemical Co. got their supply at 25 cents a pound. Insiders expect soon to see an overproduction of aniline oil, though there has been a shortage of raw material.

"We considered, of course," went on Mr. Kimball, "a number of plans for meeting the

Miss Anne Morgan on Extravagance

The daughter of America's greatest financier has written against the extravagance of women—in the January Woman's Magazine. She makes a plea for less class distinction and for more real fellowship between wife and husband.

New Children's Department

Beginning with the January issue a Children's Department will be a big regular feature of The Woman's Magazine—things children can do and make and stories about children the world over. A prize of \$50 is offered for the best child's composition on "The Biggest Thing Our Town is Doing."

Because The Woman's Magazine has proven a guide to more efficient living its readers consider it a necessity and it enters a quarter of a million homes with authority.

The Woman's Magazine



One of the three magazines known to advertising men as The Butterick Trio and bought as an advertising unit on a guaranteed circulation of 1,400,000. The other two members of The Trio are The Designer and The Delineator.

636 Broadway New York

The big idea *behind* *a great magazine*

BACK of every achievement there is an idea. Into the making of every success go the imagination, the foresight and the ideal of its originator.

After thirty years of uninterrupted publication, Good Housekeeping Magazine is being read monthly by more people than at any time in the magazine's history. And it is the Idea back of the magazine that has made the success.

Thousands and thousands read Good Housekeeping for its stories alone. Such famous writers as Kathleen Norris, Frances Hodgson Burnett, Coningsby Dawson, Juliet Wilbor Tompkins, Marie Van Vorst, Wallace Irwin, Beulah Marie Dix, Mary Heaton Vorse, Corra Harris, Dorothy Dix, and artists like James Montgomery Flagg, A. B. Wenzell, Rose O'Neill and Coles Phillips, to mention just a few, make Good Housekeeping a magazine of supreme entertainment—

the equal of any fiction magazine published.

Thousands of others take Good Housekeeping for its more helpful side. Mrs. Ida C. Bailey-Allen, America's foremost cooking expert, Dr. Harvey W. Wiley, the pure food expert, Mrs. Louise Hogan, the authority on the care of children, Agnes Rose Fairman, one of the leading authorities on home furnishing and decorating, Dr. Woods Hutchinson, President of the American Academy of Medicine—these men and women are making Good Housekeeping invaluable to mothers and fathers and home makers everywhere.

This is the Big Idea—to make a magazine so perfectly balanced, so complete in itself, that its appeal will be universal, without increasing the price to the reader.

And so Good Housekeeping is in reality a double magazine—either side alone being well worth the price usually asked for magazines.

Good Housekeeping Magazine

119 West 40th Street, New York City
C. Henry Hathaway, Advertising Manager

difficulty. Many of them were perfectly practical, but most of them were rejected because they threatened the good-will value of our trade-mark. As I have said, our trade-mark represents an investment of almost \$1,000,000. We consider it our greatest business asset, and any plan that would endanger it would be rank foolishness. Through our advertising we had entered into an agreement with the public that if they would look for our trade-mark on hosiery, we would, on our part, guarantee to give them fast colors in a product having certain manufactured and material qualities. Common, business horse-sense demanded that we make good on our agreement. But how? That was the question.

"About this time we heard of an Eastern chemist who had some experience with making aniline dye-stuffs, and who had done some good work for a large New York corporation. We had to have fast blacks. So I jumped on a train and went East. Inquiry showed, however, that while the patents had expired on the machinery used in the manufacture of dye by this process, even to instal a plant for making black alone necessitated a considerable outlay of money before it would be possible to know definitely whether the resulting dye-stuffs were fast in color and equal to the imported article.

"I called President Allen on the long distance and asked him if the company was willing to gamble \$35,000 to find out if it could be done. I was told to go ahead. That was some months ago. To-day we have turned out our first lot of black, and the severest laboratory test shows it fully equal, if not superior, to the imported article. We are now able to go ahead with our advertising plans, knowing that we will be able to make good, and still keep the cost of Black Cat hosiery down where it belongs."

So another example has been added to the long list of cases where both the advertiser and the public have been benefited through a manufacturer's advertising ob-

ligations to the consumer. Had the company not been an advertiser it would have quite probably followed the line of least resistance and got around its difficulty by sacrificing quality, or raising the price to the consumer. As it is, it has bent its energy and skill to meet the issue squarely, with the result that fast black Black Cat hosiery is being advertised and sold at before-the-war prices, and the company is making an equal profit to what it did before the 1,000 per cent increase in aniline oil went into effect.

Savage Arms Company Sold

The Driggs-Seabury Ordnance Company, a \$4,000,000 corporation, manufacturing shells and arms, has bought a majority of stock of the Savage Arms Company, of Utica, N. Y.

Both the Driggs-Seabury and Savage companies have received substantial orders from the Allies. It is supposed that the Savage company will take over a part of the Driggs-Seabury contracts for rifles when details of the stock purchase have been completed.

"Song Poet" Advertiser Gets Two Years

John T. Hall was convicted in the United States District Court at New York, November 27, of using the mails to defraud, and sentenced to two years in the Atlanta Penitentiary. Hall conducted one of the familiar "write a song and make a fortune" schemes, and collected \$35 apiece from victims for the publication of all sorts of doggerel.

Detroit Art Studio Incorporates

Malcolm McCormick, for the past two years manager of the sales promotion department of the Chalmers Motor Company, of Detroit, and Hugh A. Preston, formerly with the Parkinson Company, of the same city, have joined the Floring-Williams art studio, which has been incorporated as the Floring-McCormick Company.

Booklet Points to Philadelphia as Book Center

A booklet has been issued by the Philadelphia *North American* devoted to the city's book-stores and containing photographic reproductions of some of the largest. The purpose of the booklet is to call publishers' attention to Philadelphia as an important book-buying center.

Gains For Everyone

For Subscriber

128 pages more of reading matter---

For Advertiser

140,000 (average) circulation bonus---

For Publisher

108,851 lines more of advertising---

Those are the gain figures shown by comparing our records of 1914 and 1915.

Collier's ^{5¢ a copy}
THE NATIONAL WEEKLY

A. C. F. Hammesfahr.

Sales Manager of Advertising

"Futures" or "Pasts" in Magazine Fiction?

Some magazines tell you the kind of stories they're *going* to print and leave you to figure out their probable popularity.

WOMAN'S WORLD tells you what it published *last* year—and gives you the *result*.

Imogen Clark wrote a story for us called "The Man Who Wasn't Wise." Women wrote from all over—from hamlets—about it. One said, "I haven't had anything so pull at my heartstrings for a long time."

Gertrude Marcia Wheelock wrote "The Mother Heart"—and again we touched it.



*Most men judge
a race horse
from past
performances*



Bailey Millard wrote "The Business of Marriage," and our women replied that he knew what he was talking about.

F. Roney Weir wrote "Spindle, Distaff and Flax," and they said they *loved* it.

Subject and Treatment interest the WOMAN'S WORLD readers of the small towns more than authors' names. Personally, we'd like to run a Kipling story—but it wouldn't be wise.

What's the result of such *super-careful editing*?

For one thing, innumerable letters of praise, which show the confidence you buy when you buy space.

For another, the fact that WOMAN'S WORLD circulation revenue *increases* each year on its two million circulation.

In other words, we are pleasing the same kind of subscribers *more* every year.

Your advertisement virtually comes before them with a letter of recommendation from an old and trusted friend.

W O M A N ' S W O R L D

"The Magazine of the Country"

286 Fifth Avenue - - New York



H. E. Lesan

Mr. H. E. Lesan, of the H. E. Lesan Advertising Agency, Inc., contributes this week's business editorials in the CHICAGO DAILY HERALD.

Mr. Lesan has an enviable record for the accomplishment of big things. He is especially distinguished for his success with unusual undertakings.

Mr. Lesan first suggested the popularizing of the Twentieth Century Limited. He advises twenty different railroads as to promotional effort. His constructive work in conjunction with the makers of Timken Roller Bearings, Burroughs Adding Machines, White Rock Water, Sanatol Toilet Preparations, Paramount Pictures, Knox Gelatine and Hamilton-Brown Shoes should add respect to the interest with which every business man will read his articles.

Bigger Better Business

Read these articles daily in the CHICAGO HERALD. They will cover every important subject of interest to manufacturer and business man and will be written by the world's greatest business-builders. No sales manager, manufacturer or traveling man should fail to read all of them, and the merchant will find in them much to learn.

Daily on The Chicago Herald's Editorial Page

(The Chicago Herald's circulation is over 200,000 daily—
Most of the Class and the Cream of the Mass.)

Advertising Viewed as an Investment

The Policies Guiding the Extensive Campaign of the American Telephone and Telegraph Company

By N. C. Kingsbury

Vice-President of the American Telephone and Telegraph Company, New York

THE American Encyclopedic Dictionary gives the following definition of the word "publicity": "The quality or state of being public, or known to the people at large; notoriety."

In my opinion this definition is strikingly inadequate and does not at all represent the concept which the word should carry to our minds. It is well that we have a mutual understanding of the word "publicity." To my mind the general idea of publicity is a very broad one, it is not confined to its relations to humanity, but has many manifestations in the whole realm of nature.

The brilliant-colored corolla of the flower, the attractive plume of the grass, the plumage of the bird and a thousand other natural objects are as truly forms of publicity as the Wanamaker pages in our daily papers.

Consider a moment, if you will, the function of the brilliant-colored corolla of entomophilous flowers; unless this flower succeeds in attracting the insect in its search for pollen and honey, so that the pollen is carried from flower to flower by the insect, in one generation all of the species of entomophilous plants would become extinct. And as another illustration, it is interesting to note that many flowers are so small and insignificant by themselves that the smallest insect might not condescend to notice them and would pass them by, to their utter extinction. But what do these minute flowers do in order to publish their existence to the passing insect? They group themselves together at a single point instead of being widely distributed over the entire plant. Thus the collection of minute blossoms which forms, for instance, the thistle, is enabled to make a brave show, and it seems clear to me a method of publicity is employed in so doing—an investment which brings no less a return than the continued existence of the species.

In its narrower aspect the purpose of publicity is to influence the human mind. The aim may not be to influence another to perform some particular act—it may be directed to influence minds in their attitude towards some object or condition. Now, publicity in any of its forms must of necessity involve effort, expense, investment, and from this it follows that the consideration of return from such investment is the actuating motive for publicity.

Our modern life is so complex that the greatest possible amount of information is necessary to each one of us. We touch so many varied interests at so many points of contact that we must keep informed of the kaleidoscopic changes and developments, else we stumble and fall. We live in a new world each day, and we must keep up with the times.

Without the press, the greatest medium of publicity, we could not even approach the accumulation of knowledge necessary to live on the plane demanded by our civilization. For a few cents we procure almost anywhere, at any time, the news of the world in the papers, and the product of the best brains in the world, in the magazines. We may wonder how the publisher can continue in business furnishing the daily paper at one cent or the magazine at from ten to thirty-five cents. How can he afford to give us so much for so little? The answer is obvious in this presence: the advertiser, the one seeking publicity, pays the

Portion of address before Association of National Advertisers, New York, Dec. 1.

greater part of the cost for the reading public.

The development of that form of publicity which we call advertising is one of the very remarkable things in this age. Only a comparatively few years ago a thousand dollars spent in advertising would have been considered reckless, while to-day there are many interests expending a million dollars a year in their advertising campaigns, and the necessity for advertising from a business standpoint seems to be growing.

When we consider that each year now something over seven hundred millions of dollars is spent in this country for publicity, we can get some idea of the importance of return upon this investment, not only to the investor himself, but to the public at large, which finally has to pay the bill.

There is a kind of publicity which is so important, even to our Government and the business interests of our day, so much discussed in the press and from the rostrum, that even the old word has taken on a new meaning. I refer to that form of publicity which has for its object the formation and control of public opinion. This, indeed, is the one great purpose and end of our modern publicity.

The world to-day is ruled by public opinion. Almost without exception the governments of the world are governments by public opinion. The aggregate of private opinion gives us public opinion, which in nations finds expression in the form of government, the selection of officials and the adoption of codes of manners, morals and laws.

Not only in governmental affairs, but in business affairs, more and more must we appeal to the people, and the people must answer the appeal and assume the responsibility to a greater extent than ever before in the conduct of business.

Business interests, in my opinion, have been entirely too slow in appreciating the necessity of publicity and its influence on public opinion, and I believe that fact is responsible for much of the distrust and suspicion which has

arisen in the past with respect to business affairs. Many business institutions have doubtless suffered from hostile publicity, from sensationalism. In most of such instances the fault, in my opinion, has been with the secret methods employed and the constant suspicion and danger of misrepresentation.

PUBLICITY HAS IMPROVED CONDITION OF BUSINESS

A new era in publicity, in advertising, seems to have been inaugurated in the business world, and I am sure that those of us who are in constant touch with the various methods and purposes of publicity will hail with delight indications of great improvement which have taken place in the last few years.

There was a time, not far back, when advertising, for instance, consisted for the most part in blatant and highly colored statements. It was the hawking of goods in the marketplaces. But recently we have noted its development into a fine art, with real moral purpose and apt expression. It is comparatively easy to secure the attention of the public by printing some great piece of news, but to further a great idea with aptness and power, to impress the public with a fundamental fact requires intellect and art of the highest order.

To my mind there is much more in advertising than the mere securing of customers, and in the broadest consideration of this subject the securing of customers, while, of course, a necessary process in carrying on any mercantile or manufacturing business, is after all but an incident in the great, broad scope of publicity. And I would go further and say that if advertising is dishonest, fake advertising, the securing of customers may turn out to be the very worst thing that could happen to the institution purchasing the advertising.

The purchaser of advertising is narrow and short-sighted indeed if he does not take into consideration the gradual building up of a public sentiment, a public opinion, *with respect not only to the*

articles which he offers for sale, but also to the reputation of his concern.

If his work is measured by the amount of sales from day to day, and by that only, I venture to say that he is falling short of the opportunities and obligations of his position. Sales are necessary to any business; but sales which are the result of dishonest, improper publicity methods, which detract from the reputation of the seller, are the cause of many failures. Every sale should have as a result not only its individual profit, but also a future sale to the same customer.

And so publicity should be ever a builder of public opinion, of reputation; directed not only to the immediate present, but also, and perhaps more especially, to the future. With proper, honest advertising this is possible and, indeed, inevitable. No great business was ever built up on the "fire-sale" method of publicity.

PURPOSE OF A. T. & T. ADVERTISING

Take the corporation which I have the honor to represent. We spend large sums of money every year in our national advertising, and yet we do not advertise for the purpose of inducing people to instal telephones or to talk over our long-distance lines. Not at all; we advertise because we became convinced some years ago that the public at large knew very little about our business, of its problems, of its purposes, of its ideals, of its difficulties; and we have been trying to educate the people of this country along those lines. If we were looking at the narrow, direct return from this investment in advertising every year, of course we could not trace it.

It would be absolutely impossible for us to key our advertisements so as to note direct results, but if you should come to me and try to purchase the benefit which we have received from a more enlightened public, the benefit in a better understanding of what we are really trying to do for this public, of what our problems are, then you would find that you would have to pay many times

more than we have spent on all of our advertising and publicity campaign. No one could calculate the value, although the benefits are apparent in hundreds of different ways.

Let me emphasize this: I wish there were some way, for instance, in which we could make known to the American people that as a corporation we seek to be absolutely fair and honest, that we are above graft, pettiness, discrimination, that we have before us a lofty ideal of civic service in supplying the means for universal communication, that we do not seek an unusual or unjust profit. Now, all those things are absolutely true. What do you think it would be worth if we could convince everybody in this country that these statements are true? Now, that is exactly what we are trying to do in our publicity and also in our treatment of the public.

Now, we are not alone or unique in this attitude. Indeed, I believe it is the general attitude of business men to-day. But in order to convince people of that fact we have got to keep reiterating it over and over again in thousands of different ways, through thousands of different mediums.

But the return on such an investment is valuable beyond all calculation.

The general benefit which may be obtained from advertising and publicity, broadly speaking, is also the financial benefit. I do not believe it possible to improve the reputation of an article or of a business without thereby and to the same extent improving the financial condition of the man who produces that article or owns that business. I have never known of any way to separate from general benefit that which we call financial benefit.

The right kind of publicity imparts information. It is educational, and must necessarily be so if it produces any result. It requires the highest possible grade of definite, terse, true statement. It requires reiteration, over and over and over again, in every attractive form possible. One does not tell a child that this letter is "A" and expect that child to know

that fact for the rest of its life, but that simple truth has to be reiterated over and over and over again, as does any other fundamental idea. And so it is in our advertising, in our publicity. Reiteration in hundreds of varied forms must constantly be employed in order to drive home a fact or an idea, just as there must be a large collection of the small blossoms of the thistle to attract the insect.

All this advertising and publicity is bound to produce returns in a financial way which will make some men rich, and if you, gentlemen, do not believe in wealth, logically you are mighty poor men to place advertising. Few men ever became rich without publicity and advertising. For an institution or a product to be known to a great many people is a source of wealth, a spur to production, an invitation to constructive energy, and when a man comes along who, by initiative and foresight and hard work, can combine the various elements of production with the result that something is produced which many need, and then lets the many know of that fact and thereby becomes rich, let us not try to pull him down because of his success. Let us admire construction, which is one of the elements of your craft, and not destruction, about which no one wishes to write or speak or even know. There will always be giants, in physique, in intellect and in energy. Their existence and their great work should be encouraged and the facts concerning their products and their careers should be advertised.

Adcrafters Hear Boyce and Waldo

The Detroit Adcraft Club observed Publishers' Night, December 2nd, listening to addresses by W. D. Boyce, publisher of *Farming Business* and other publications, and R. H. Waldo, associate general manager of the *New York Tribune*.

Mr. Boyce has recently returned from a tour of the warring nations of Europe, and spoke on conditions abroad as he sees them. Mr. Waldo, in an address on "The Publishers' Opportunity," urged efficiency in circulation.

I. G. Rosenbaum with Irwin Jordan Rose

Irving G. Rosenbaum, formerly with the Levin & Bradt Advertising Agency, New York, has joined the agency of Irwin Jordan Rose, also of New York.

The firm name of the Levin & Bradt agency has been changed to Charles D. Levin, Inc., Mr. Bradt retiring because of ill health. Mr. Levin states that there is no change of the accounts which the agency is handling.

Accounts Secured by Atlas Agency

The Atlas Advertising Agency, Inc., New York, is placing the advertising of the Brady-Murray Motors Corporation, of New York, Eastern distributor of the Chandler car.

The accounts of the Hocking Valley Products Company, of Columbus, Ohio, and the Bahamas Colonial Government have also been placed with the Atlas Agency.

Philadelphia Agency Changes Name

John B. Menz has sold his interest in the Mátos-Menz Advertising Company, Inc., of Philadelphia, to William W. Mátos, president and treasurer of the company. The name of the concern has been changed to the Mátos Advertising Company, Inc.

H. C. Bodman Leaves Rand, McNally & Co.

Harold C. Bodman, formerly with Rand, McNally & Co., Chicago, is now associated with the A. W. Shaw Company, of the same city, in charge of sales of some of the publications of that company.

The Wages of Silence

Two little birds were bachelors. Each was the other's chum. Said one of them: "This single life is growing stale and bum. I wish to candidly and most emphatically state that I shall advertise the fact that I desire a mate." The other said: "I would not have you think my feet are cold, but I should never advertise, for that is coarse and bold."

The wise one opened wide and deep his highly gifted throat, and sang with ardor and technique his amatory note. The maiden birds from far and near flocked in to hear him sing, and signified their willingness to wear his wedding ring; and very soon the anthem which he warbled from his breast had won a highly skilful wife to supervise his nest.

The one who wouldn't advertise still sits upon a limb, but lonely lady birds will never pause to look at him. He has some lovely qualities peculiarly his own, but just because he doesn't fill his lungs and make them known, his atmosphere is darkened by a cold and dismal blight, and neighbors have the notion that he isn't very bright.

Consistent Supremacy

A newspaper that consistently holds circulation supremacy not only in its own community, but in the whole country HAS TO HAVE UNUSUAL QUALITIES.

A newspaper that consistently sets the pace in the volume of display advertising it prints as against all competition HAS TO HAVE UNUSUAL PULLING POWER AS AN ADVERTISING MEDIUM.

A newspaper that consistently spends more money for news and features than any of its contemporaries HAS TO HAVE A HIGHER CONCEPTION OF ITS OBLIGATIONS TO ITS READERS.

A newspaper that consistently gives its ability and energies to performing a real service to the people HAS TO HAVE BOTH PRINCIPLE AND INDEPENDENCE OUT OF THE ORDINARY.

SUCH A NEWSPAPER IS THE NEW YORK SUNDAY AMERICAN.

Its circulation domination is remarkable. Its total number of regular buyers averages 700,000. Its total number of readers averages $2\frac{1}{4}$ millions.

Its circulation lead over the second New York Sunday newspaper is a quarter of a million. Its circulation lead over the third Sunday newspaper is 350,000. Its circulation lead over all of the other New York Sunday newspapers combined is over a quarter of a million.

Its display advertising domination is quite as remarkable as its circulation domination.

The average volume of display advertising each issue all of this Fall has exceeded 300 columns—a big lead over its next nearest competitor.

The marked PREFERENCE of advertisers is not confined to giving the SUNDAY AMERICAN more space only. They give it *very* much more money and are glad to do so because it pays them best.



DAILY AND SUNDAY

Member Audit Bureau of Circulations

The South^{and} her Mines

A little peep at the mineral activities of the South, will perhaps prove a revelation to those who consider the South as a section apart from the industrial development of the nation. In 1913 the mineral output of the Southern States reached a grand total of \$334,301,133, distributed as follows:

Asphalt	\$ 2,106,759	Mineral Waters	1,027,339
Asbestos	11,000	Manganese	59,730
Barytes	121,206	Natural Gas	10,026,653
Coal	84,921,436	Pigments for mineral paints	135,624
Cement	7,905,397	Phosphate Rock	10,003,672
Clay Products	24,860,415	Pyrites	642,135
Coke	14,333,076	Petroleum	74,933,289
Copper	3,108,975	Sand and Gravel	3,807,569
Flourspar	113,903	Silver	347,047
Gold	202,070	Slates	7,273,003
Gypsum	87,445	Soapstone	175,430
Graphite and Precious Stones	676,165	Tripoli	63,995
Iron	41,966,418	Talc	663,454
Lead	16,131,516	Zinc	19,359,884
Other	272,082	Miscellaneous	5,182,333

The South is producing 55 of the 57 useful minerals in the United States, and is producing them profitably. Numerous splendid Southern

For full information concerning rates, circulation, territory, jobbers and the like, address papers direct,

ALABAMA

Birmingham, Age-Herald
Birmingham, Ledger
Birmingham, News
Gadsden, Journal
Gadsden, Times-News
Mobile, Item
Mobile, Register

ARKANSAS

Little Rock, Arkansas Democrat

FLORIDA

Jacksonville, Metropolis
Jacksonville, Times Union
Tampa, Times
Tampa, Tribune

GEORGIA

Albany, Herald
Atlanta, Constitution
Atlanta, Georgian
Augusta, Chronicle
Augusta, Herald
Macon, Telegraph
Savannah, Morning News
Waycross, Journal-Herald

KENTUCKY

Louisville, Courier Journal

NORTH CAROLINA

Asheville, Citizen
Charlotte, News
Charlotte, Observer

The South is producing 85 of the 87 useful minerals in the United States, and is producing them profitably. Numerous splendid Southern cities owe their remarkable growth to the magic touch of mineral activity. Tremendous industries are springing up. They demand machinery, chemicals, vehicles, supplies; their thousands of laborers need clothes and food; their owners are building magnificent homes, and want every luxury that the world can supply.

It makes no difference whether you sell tooth-picks, dynamos or toilet water, the South is your market—the quick and ready market that is characteristic of rapid growth and increasing prosperity. We have facts and figures that are sure to interest you. Ask for them.

SOUTHERN NEWSPAPER PUBLISHERS
 ASSOCIATION.

NORTH CAROLINA Asheville, Citizen-News Charlotte, News Charlotte, Observer Charlotte, News Raleigh, News & Observer Winston-Salem, Sentinel	SOUTH CAROLINA Anderson, Daily Mail Charleston, News & Courier Charleston, Post Columbia, Record Columbia, State Greenville, News Spartanburg, Herald	TENNESSEE Bristol, (W. Va.) Herald Courier Chattanooga, News Chattanooga, Times Knoxville, Journal & Tribune Knoxville, Sentinel Memphis, Commercial Appeal Memphis, News-Schmitt Nashville, Banner Nashville, Tennessean	TEXAS Beaumont, Enterprise Galveston, News Texarkana, Four States Press	VIRGINIA Lynchburg, News
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This is the 8th of a series of advertisements prepared by THE MASSEN-GALE ADVERTISING AGENCY, Atlanta, Ga. for the members of the S. N. P. A.

Put Your Paper Problems Up to Men Who Know

Call in a Bermingham and Seaman representative. You will find him well posted in all lines of the paper business, and not trying to sell one brand of paper to the exclusion of another.

We dispose of the entire output of a number of the biggest mills in the country. Our vast manufacturing facilities enable us to supply you with paper for every purpose at rock bottom prices.

Begin using our national service for your profit by getting our suggestions and prices on your booklets, catalogues, circulars, house organ or any paper requirement.

We are always glad to make up dummies and furnish samples. Using this service places you under no obligation, and may save you hundreds of dollars.

BERMINGHAM & SEAMAN CO.

*Radium Folding Enamel—Crystal Enamel—
Opacity—Samson Offset—Elite Enamel—
Advance Bond—and other leading brands*

Tribune Building, Chicago

St. Louis

Minneapolis

New York City

Milwaukee

Detroit

What to Look Out for in an Advertising Contract

Man Who Has Purchased Largely of Space Makes Some Recommendations

By R. O. Eastman

"I stand here on my bond."—Shylock.

MR. ANTONIO made a bum contract with Mr. Shylock, and if Miss Portia had not come in just as she did, he would have been very much cut up over it.

Antonio never deserved all the petting and sympathy he got. You will remember that his friends wept on his neck so much that he probably had to go home and change his shirt. Everybody thought he had gotten himself into hot water because of his big heart. He didn't—it was because of his big head. He was so cocksure of himself that he took a long chance. And he let himself in for just what anyone else lets himself in for when he makes an unsafe contract even in this enlightened twentieth century of ours.

Antonio was a mighty poor sort of a business man. He demonstrated that fact very fully by the contract which he made with Shylock and the extravagant penalty clause which he accepted. But he demonstrated it still more by consenting to do business under any terms with a party in whom he had no confidence at the outset.

The foundation of all business is credit and the foundation of credit is confidence, and thereby we find the underlying principle of all sound contractual relations, which is a reasonable degree of confidence between the contracting parties. And this is as true in the advertising business as in any other—perhaps more so. No contract is a good contract which has any other basis or foundation than that of confidence.

This has been true in all ages and is true to-day. We are told in the Book of Ruth "that it was the custom in former times concerning redeeming and changing that to confirm all things a man plucked off his right shoe and

gave it to his neighbor, and this was a testimony in Israel." In other words, it was a contract. And it was a good contract because it was an expression of implicit confidence and neither party could violate it without jeopardizing his most precious asset—his credit and his reputation for integrity in his community.

If there had been buyers and sellers of advertising space and material in those days, they probably would have had less to fret about with regard to their contracts and the form thereof than they have to-day.

What, then, is the reason for the contract in advertising business to-day, and what is the function of the advertising manager regarding it? If it is to be assumed that confidence between the contracting parties is essential at the outset, what is the necessity of a contract?

TO PREPARE CONTRACT REQUIRES KNOWLEDGE OF ADVERTISING

Its main purpose is, or should be, to put into definite form and expression the agreement between the contracting parties, the better to avoid misunderstandings and consequent disputes. It should embrace all the considerations of the agreement and should be, as nearly as possible, a perfect outline of what the one party expects the other party to deliver or perform. To prepare such an outline intelligently requires a technical knowledge of the subject matter of the agreement. Therefore the preparation of an advertising contract is fundamentally the duty of an advertising man.

But, says someone, I thought that the making of contracts was inherently the work of the legal counsel or department. Not in the advertising business. It may take a lawyer to drive a bad bargain,

but it requires an advertising man to drive a good one. And a bad bargain usually remains a bad bargain no matter how skillfully it is driven.

To illustrate. I know an advertising manager who, in his four or five years' relationship with a certain advertiser, placed between three and four million dollars' worth of contracts for space, material, etc., all without a single lawsuit or unprofitable dispute. Through his acquaintanceship with the advertising, the printing, the engraving or the electrotyping businesses he saved his company more than the amount of his salary every year, as well as avoiding the expense of legal entanglements. But he fell heir to two or three disputes and at least one lawsuit which had developed out of contracts made previous to his incumbency with a full knowledge of legal requirements but a lack of advertising experience. One was an instance in which the advertiser had unwisely furnished the paper stock on an important job and when the printer fell down it was of course the most natural thing in the world for him to lay it on the stock. An advertising man would never have made such a hazardous arrangement, or if he had, would have safeguarded himself by securing from the printer a written approval of the stock before any of the printing had been actually begun. Another was a dispute of long standing which a technical knowledge of plate making quickly settled.

Aside from special contracts and agreements which occasionally come before an advertising department there are in general two main classes of contracts which an advertising manager has to deal with—contracts for space and for material.

Contracts for space are usually made through advertising agencies. Whatever confidence the advertiser may repose in his agency, therefore, his contracts for space with the agency should be as explicit and well defined as those of the agency with the publisher. The form of the contract or con-

tracts is not vital. A well-considered letter of authority accompanying an explicit list may be entirely sufficient, but in case of dispute with publishers or unforeseen developments, a clear and complete record is frequently invaluable. I know of at least one instance in which the habit of issuing complete and explicit instructions to the advertising agency saved the advertiser something like \$12,000, which would otherwise have been sacrificed on a single proposition, and not through any carelessness or neglect on the part of the agency either, but through circumstances which could not have been foreseen or anticipated at the time the contracts were made. A clear record between the advertiser and the agency will usually prove valuable to both parties.

THIS CONTRACT FORM IS USED BY ONE LARGE ADVERTISER

As to the requirements in contracts with publishers, as issued, or outlined, by the advertiser and passed on by the agency, these are varied and various. Short forms are in general use with the agencies. Special considerations as to rate, printing, position or any unusual service to be rendered are generally written in. In a form used by one of the oldest agencies for one of its most exacting clients there were only seven printed requirements, as follows:

A. It is understood and agreed that the rate for this order is the minimum rate at which a contract for a similar or less amount of space can be secured, and that if at any time during the life of this contract you make a lower rate for advertising, then this contract is to be completed at such lower rate from that date.

B. We reserve the privilege of using extra space on this order for one year from date of first insertion, pro rata, or at a better rate, if earned.

C. Unless otherwise specified above, we reserve the right to cancel this order at any time, by payment of short time rate for service given (on basis of rate card in effect at date of order).

D. If key is indicated on copy, key must be inserted in advertisement.

E. See that our name and address are on your mailing list, also that publication is mailed regularly during life of contract, to the advertiser.

F. It is a condition of this contract that you guarantee a net paid circulation of at least.....per issue during

THE OTHER DAY an advertiser in Today's noticed something peculiar among the inquiries that lay on his desk from housewives all over the country. Many were written on letter-heads of country stores. They were from *dealers' wives*, interested for the time being as consumers.

Why, in a mass of consumer inquiries, were so many on business stationery as to excite remark?

Because Today's has more than 50,000 wives of well-rated dealers among its subscribers—secured by plans deliberately shaped to that end.

Such subscribers not only have buying power as consumers, but constitute a vast "dealer influence" that works for you when you advertise in Today's.

Somebody who has read your advertising, and possibly wants your product—that's a pretty good person for the dealer to breakfast with right along!

Today's Magazine
New York

You advertisers have demonstrated your belief in Leslie's influence in 410,000* better-than-average homes by using 76,000 lines more space in Leslie's than you did last year—and last year you used 25,000 lines more than you did the year previous.

This is the largest increase given any national periodical which also gained last year; made, too,

- without special numbers
- with no let-down in advertising standards
- in spite of a 1/7 reduction in size of page (for the last 4 months)
- not merely as a recouping of some last year's losses.

These Leslie's gains are simply the result of natural, *permanent* growth; for orders already on file indicate a still greater increase for 1916 than for 1915.

LUTHER D. FERNALD, ADVERTISING MANAGER

Leslie's
Illustrated Weekly Newspaper

Boston New York Chicago

*Net paid.

the life of this contract, which circulation shall be proven by the audit of the Association of American Advertisers (now the Audit Bureau of Circulations) or by such other form or medium of audit as may be mutually agreed upon. In the event that such audit shall show a lesser net paid circulation than that stated in the provisions hereof, you agree to accept pro rata settlement for the circulation proven, and we are to have the option of canceling this contract at any time thereafter without penalty.

G. Thirty days after acceptance of this contract, a statement showing net circulation figures by States is to be furnished to us in duplicate and at any time thereafter during life of contract, if called for.

I have said that confidence is the basis of all successful contracts and that this is especially true in the advertising business. It is particularly of contracts for advertising material, whether it be printing, lithography, engraving or any of the other forms of production that an advertising manager has to deal with. There is no such thing as a safe contract unless good buying judgment has preceded it. The advertising manager may be capable of safeguarding his company to the fullest extent in his contracts so that in the event of an unsatisfactory job he will have no difficulty in refusing to accept the stock, but nine times out of ten his company will stand to lose more through failure to secure the right kind of advertising material, or at the right time, than the entire job itself is worth. An inexpensive job may be a very essential link in an important campaign, the effectiveness of which may be ruined through a comparatively short delay in delivery of printed or lithographed material.

FLEXIBLE LIST OF HEADINGS CONVENIENT WHEN MAKING CONTRACT

This being true, it is highly important that the agreement between the advertiser and the contractor should be as complete and explicit as possible, not so much to avoid the losses and complications which the contract itself might incur as to avoid the much greater loss which failure to secure satisfactory material at the right time to link up with the advertiser's plan might involve.

It would probably be impossible to devise any one form which would cover all the requirements of the various contracts with printers, lithographers, engravers, etc. It is advisable, however, for the advertising manager, or in the case of a large department, the purchasing agent of the advertising department to have at hand a flexible form, or list of headings as a memorandum or reminder to be employed when dictating contracts. Such a memorandum, with reference to contracts for printed or lithographic material, might be somewhat as follows:

Item: (Give name of material ordered, with Serial Number if one is assigned; also instructions for imprinting Serial Number on stock.)

Quantity: (Including specific understanding as to percentage of overrun or underrun that will be accepted.)

Stock: (Describe and attach sample. A definite selection of stock with sample attached to order is desirable. In some instances it may be satisfactory to specify stock equal in every regard to some fixed standard, but the first course advised is always safest. On important jobs, character, finish, weight, thickness and bursting strength, as well as color, should be specified.)

Process: (Indicate the kind of printing or lithography desired.)

Plates: (Specify the kind of plates required and whether to be furnished by printer or by advertiser; whether job is to be printed from originals, or electrotypes, nickeltypes, etc., and if duplicate plates are required, who is to furnish them.)

Artwork: (Define instructions, if any are required, including instructions as to whether rough sketches are to be submitted before being finished. If art work is extra, specify maximum charge.)

Colors: (If job is in colors, specify the number as well as the exact colors to be used.)

Design: (Under this heading give a detailed description of the design or designs to be employed.

The more complete the description the easier it will be for the printer or lithographer to produce satisfactory results. Give under this heading corrections or improvements upon any previous designs that may be used.)

Proofs: (Specify that proofs should be submitted, to whom, and when. Delivery date usually depends upon date of O K'd proof. Date for submitting proof is therefore a very essential milestone.)

Packing: (Give full instructions as to manner of packing and quantity in each package. Also for marking of packages for subsequent identification.)

Delivery: (Full instructions regarding date of first delivery and quantity, also time allowed to complete delivery and if of material length the delivery requirements in the meantime. Make reservation here for delivery to different points or consignees if desired, with freight allowances, if any.)

Price:

Special Clause: (Reserving right to decline entire job if a certain proportion is defective—or expressing whatever agreement in this regard is reached between advertiser and contractor.)

Penalty Clause: (If any.)

Terms: (Including cash discount and whether f. o. b. shipping point or destination.)

The above is only a bare outline and almost any important job will present points which would not be covered by all of these headings. This is merely a suggestion of the kind of a memorandum which the advertising manager or purchasing agent of his department should prepare after carefully going over past contracts and determining the points to be covered. The peculiar requirements of some advertisers would suggest perhaps several additional headings to be incorporated in the memorandum.

Carton Sausage Advertised

Oscar F. Mayer & Bro., Chicago packers, have started an advertising campaign on Oscar Mayer's West Bent Farm Sausage, which is put up in one-pound sanitary cartons.

N. C. R.'s New Movie Reel

The National Cash Register Company has produced a three-reel moving picture entitled "The Evolution of a Store," in which the things accomplished and prevented by the use of cash registers are graphically and dramatically shown. A company furnished and directed by one of the producing moving-picture concerns enacted the various parts of the picture in Dayton, and the three reels were first shown at the recent annual sales convention of the company. The company plans to have the picture exhibited all over the country, either under the direct auspices of its agencies or by the various authorities which are interested in educational films.

J. R. Worden Leaves Burroughs

J. R. Worden has resigned from the advertising department of the Burroughs Adding Machine Company, Detroit, to become advertising manager of Frederick Stearns & Co., the drug manufacturing house of the same city. He has been with the Burroughs company for three years and before that was in charge of the advertising of the Port Huron Engine & Thresher Company.

E. A. Holman Joins Staff of Wm. J. Morton Company

Everett A. Holman has been appointed assistant manager of the Chicago office of the Wm. J. Morton Company, special newspaper representative. For four years he has been associated with the foreign advertising department of the Chicago American and prior to that time served on the Chicago Tribune and as foreign advertising representative of the Chicago Newspaper Union.

Lewis with Campbell-Ewald Company

E. St. Elmo Lewis, whose resignation as vice-president and general manager of the Art Metal Construction Company, of Jamestown, N. Y., was recently announced, has joined the Campbell-Ewald Company, of Detroit as sales and advertising counsel. Mr. Lewis will divide his time between Detroit and New York.

William Armistead to Be Associated with R. J. Reynolds Co.

William Armistead has resigned from N. W. Ayer & Son to go with the R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

Detroit Stove Account Goes to Carl M. Green Co.

The Carl M. Green Company, Detroit, has secured the advertising account of the Detroit Stove Works, manufacturer of Jewel Stoves and Ranges.

Cautions Manufacturers Against "Schemy" Dealer Plans

In an Interview the President of the National Association of Retail Grocers Cites a Few Instances

LOOK for the nigger in the woodpile, or words to that effect, is the warning sounded by Frank B. Connolly, president of the National Association of Retail Grocers, to manufacturers who are approached by persons promoting glittering dealer-co-operative schemes that on their face promise a maximum of return for a minimum of expense.

Mr. Connolly was in New York recently, and with a representative of PRINTERS' INK discussed certain phases of dealer co-operation, the sentiment concerning which he has had great opportunity of observing in his official capacity. As he runs three retail stores himself in San Francisco, Mr. Connolly's views have a personal as well as an official value.

Speaking of the kind of scheme that the manufacturer seeking the dealer's sales co-operation would do well to steer clear of Mr. Connolly related the two following advertising ventures as examples that enjoyed but a brief existence in San Francisco.

TWO SCHEMES THAT ARE OPEN TO ABUSE

Two ex-newspapermen of that city went around and signed up 12 manufacturers and 100 retailers on a combination assortment whereby, once a month, the purchaser of a ticket was entitled to the entire assortment for half price. The organizers of the proposition drew five dollars a month from each retailer and manufacturer in the combination. The scheme flourished for a time until the local retail grocers' association called a halt. In the first place, their objection was that it discriminated against all the other retail grocers in the city. Then, again, the plan was open to abuse, because a good customer of a grocer would want the benefit of the offer more than once a month, and, rather than lose her patron-

age, he would give her the cut rate. Then, too, instead of the offer including a combination of standard, advertised lines, the promoters of the scheme took the occasion to slip in obscure brands of uncertain quality that seized the opportunity to get cheap advertising in a combination offer that included some well-known advertised goods.

Another scheme of a similar sort was where a number of manufacturers were signed up to contribute to a fund from which prizes were to be awarded periodically for the lodge, church, club, etc., who should send in the largest number of trade-marks or labels clipped from the manufacturers' cans or packages. Prizes were also offered the grocer showing the largest sales of those goods and the grocer's clerks. On the face of it, it looked like a good stunt, as it had everybody concerned working for the sale of the goods concerned. As the day of reckoning approached, however, it was found that a customer would put in a big order for the goods; far more than she could possibly use, in order to swell the number of labels collected. Then when it came to paying the monthly bill she would say: "I can't pay all that now, but will pay you so much on account."

The grocers decided that the customers were gambling with their money, and that caused the demise of this scheme.

Mr. Connolly said that grocers like the plan whereby manufacturers get them to stock goods on the promise to buy back such as are not sold by a certain date. This is better than the consignment plan, he thinks, but the grocer is a little chary of this plan, too, because of the possibility that the concern might fail.

"The retailer on the whole is coming to regard the manufacturer's advertising as a legitimate

investment, working both for the manufacturer and the retailer," said Mr. Connolly. "Anything that tends to reduce the dealer's sales efforts and cost of doing business is regarded favorably."

Asked about the trend of sentiment regarding dealer-helps, Mr. Connolly said that the retailer welcomes the manufacturer's co-operation, but that such helps must be of the right kind.

"We are opposed to the so-called 'free deal,'" he said. "We are also against house-to-house canvassing that gets tentative sales which are not actual sales, and which are used as a lever to get the grocer to stock a line by showing an alleged demand for such goods in his locality. Such promissory sales are really made just to get rid of the canvasser, and the grocer, having stocked the line in question, gets none, or but a very small percentage of these paper sales."

"Out on the Coast, however, they have been trying out a form of canvassing that has been meeting with success and favor by the retailers. This is where the canvasser actually makes a cash sale at the door, giving in return a coupon or ticket which, when presented at the store, entitles the purchaser to two of the articles for the price paid for the ticket. This works favorably for all: the customer gets two for the price of one, the retailer gets the proceeds and profits from the actual sale of the coupon, and the manufacturer, while standing for the expense of the extra article, gets the benefit of having the consumer use two of that article as a trial introduction to his goods."

From the dealer's standpoint also, Mr. Connolly said that the coupon clipped from a newspaper or magazine advertisement and redeemable at the grocer's for a trial can or package of the advertised article is regarded favorably. While the manufacturer stands the cost, this method eliminates the expense of a personal canvass.

"We also like a manufacturer's demonstration sales, although they are no doubt costly for him. Dealer-helps in the form of counter-stands, etc., are always welcome."

Winter Campaign to Fill Ice Boxes

The Merchants' Ice & Cold Storage Company, of Louisville, is running its second winter campaign to stimulate the use of ice during cold weather. "Keeping ice in your refrigerator during the winter months is not a luxury, but an economy," a typical announcement says. "During cold spells it doesn't melt and cost you anything, but it is all ready to keep your food from spoiling when a warmer day comes. Won't you try our winter service and be convinced of its economy, convenience and small cost?"

The plan of using newspaper advertising to educate the public on this subject was used last season for the first time, and brought fairly good results, according to officers of the company, though they admit that it was difficult to overcome custom. This year the results are already developing and it is hoped that the initial work done last year will pave the way for a more successful campaign this time. The ice journals have been urging members of the trade to undertake local advertising campaigns of this kind for some time.

Could Portland Buy These Things Home-made?

In this manner did a speaker before the Franklin Club in Portland, Ore., sketch the city's dependence on the outside world:

"Some of us Portland people get up at the alarm of a Connecticut clock, button our Chicago suspenders to our Philadelphia pants, wash our faces with Cincinnati soap in a Pennsylvania basin; sit down to a Grand Rapids table; eat Nebraska bacon and Chinese eggs; spread our toast with Australian butter or eat rolls made of Wisconsin flour and Kansas lard; walk out of a house plastered with a Scotch mortgage; ride downtown on a Detroit jitney; do business with money borrowed from the East; advertise with printed matter produced in San Francisco; traverse streets bonded by New York capitalists; at bedtime read a verse from a Boston Bible; say a prayer composed in Jerusalem; crawl under a New Jersey blanket, and are kept awake by the yowling of a Portland cat, the only home product of the entire layout."

Advertising Company Formed in Alliance, Ohio

The Household Advertising Company, of Alliance, O., recently incorporated with a capital stock of \$25,000, is a new agency which expects to specialize in various forms of direct and novelty advertising for all lines of business.

Hartley Robinson Resigns from "American Motorist"

Hartley Robinson has resigned as manager of the Chicago office of *American Motorist*. He has not yet announced his plans for the future.

Picture a City of Whirling Industry



—the roar and throb of the steel plants—humming looms in textile mills—trainload after trainload of commodities going out and millions upon millions of dollars coming in. That is the present picture of—

Prosperous Philadelphia

Now picture the busy inhabitants—the hundreds of thousands of workers—the thousands of foreman and assistants—then above all, the thousands of hustling executives whose bigness of brain has brought bigness of income.

Picture these Philadelphians in their homes—with happy families. Focus on the families of better-than-average income, buying freely, enjoying life and all the good things that go with it.

Right here is the advertiser's strongest field—and right here is the bulk of the circulation of 160,000 copies of the Ledgers. The combination rate is, for the present, 25 cents a line.



PUBLIC LEDGER EVENING LEDGER

INDEPENDENCE SQUARE
PHILADELPHIA

HUDSON \$1550

"The Road Cruiser"

Ready—the 1916 Hudson

Consider looking to the road for pleasure. You would like greater comfort. You would like more room. You would like more power. You would like more speed. You would like more safety. You would like more style. You would like more economy. You would like more reliability. You would like more service. You would like more peace of mind. You would like more everything.

Another 1916 Hudson

What more can you expect? The 1916 Hudson is a car that is ready to go. It is a car that is ready to serve. It is a car that is ready to please. It is a car that is ready to do everything. It is a car that is ready to be the best of its kind. It is a car that is ready to be the most reliable. It is a car that is ready to be the most economical. It is a car that is ready to be the most stylish. It is a car that is ready to be the most comfortable. It is a car that is ready to be the most powerful. It is a car that is ready to be the most safe. It is a car that is ready to be the most everything.

Four Innovations

- 1. **Electric Brake**
- 2. **Electric Starter**
- 3. **Electric Horn**
- 4. **Electric Lights**

These four innovations are the ones that make the 1916 Hudson a car that is ready to go. They are the ones that make it a car that is ready to serve. They are the ones that make it a car that is ready to please. They are the ones that make it a car that is ready to do everything. They are the ones that make it a car that is ready to be the best of its kind. They are the ones that make it a car that is ready to be the most reliable. They are the ones that make it a car that is ready to be the most economical. They are the ones that make it a car that is ready to be the most stylish. They are the ones that make it a car that is ready to be the most comfortable. They are the ones that make it a car that is ready to be the most powerful. They are the ones that make it a car that is ready to be the most safe. They are the ones that make it a car that is ready to be the most everything.

New, Graceful Yacht Lines Now The New HUDSON Ever-Lustrous Finish A Rominer Tonnage—A \$1850 Price

Imagine a car that is as graceful as a yacht. Imagine a car that is as lustrous as a yacht. Imagine a car that is as powerful as a yacht. Imagine a car that is as safe as a yacht. Imagine a car that is as everything as a yacht. Imagine a car that is as ready to go as a yacht. Imagine a car that is as ready to serve as a yacht. Imagine a car that is as ready to please as a yacht. Imagine a car that is as ready to do everything as a yacht. Imagine a car that is as ready to be the best of its kind as a yacht. Imagine a car that is as ready to be the most reliable as a yacht. Imagine a car that is as ready to be the most economical as a yacht. Imagine a car that is as ready to be the most stylish as a yacht. Imagine a car that is as ready to be the most comfortable as a yacht. Imagine a car that is as ready to be the most powerful as a yacht. Imagine a car that is as ready to be the most safe as a yacht. Imagine a car that is as ready to be the most everything as a yacht.

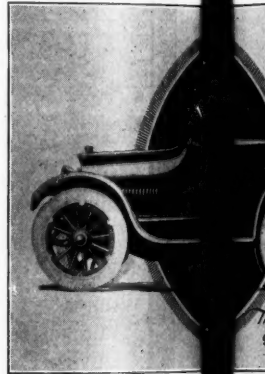
The Ever-Lustrous Finish

Imagine a car that is as lustrous as a yacht. Imagine a car that is as graceful as a yacht. Imagine a car that is as powerful as a yacht. Imagine a car that is as safe as a yacht. Imagine a car that is as everything as a yacht. Imagine a car that is as ready to go as a yacht. Imagine a car that is as ready to serve as a yacht. Imagine a car that is as ready to please as a yacht. Imagine a car that is as ready to do everything as a yacht. Imagine a car that is as ready to be the best of its kind as a yacht. Imagine a car that is as ready to be the most reliable as a yacht. Imagine a car that is as ready to be the most economical as a yacht. Imagine a car that is as ready to be the most stylish as a yacht. Imagine a car that is as ready to be the most comfortable as a yacht. Imagine a car that is as ready to be the most powerful as a yacht. Imagine a car that is as ready to be the most safe as a yacht. Imagine a car that is as ready to be the most everything as a yacht.

Now HUDSON Dealers Now Have The New Model

HUDSON

The record of the Christian Herald has been one of the remarkable features of this year's automobile advertising. In a total of seventy general weeklies and monthlies the Christian Herald is today fourth in number of agate lines of automobile advertising carried.



WHEAT STOCKS

The wheat stocks in the United States are at a record level. This is due to the fact that the wheat crop has been unusually large. The wheat stocks are now at a level that has not been reached in many years. This is a good thing for the country, as it means that there is a large supply of wheat available for export. The wheat stocks are now at a level that is higher than in any other year. This is a good thing for the country, as it means that there is a large supply of wheat available for export. The wheat stocks are now at a level that is higher than in any other year. This is a good thing for the country, as it means that there is a large supply of wheat available for export.

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Five automobiles in the
Christian Herald
A commendable endorsement by leading automobile manufacturers



The 1916 SIX - \$1145

WITH our production capacity increased to 250 cars per day we are in a position to offer the 1916 Overland Six at the remarkably low price of \$1145. You will, we believe, find that this car is considerably under the market price of other cars having equal or similar specifications.

GRACE the full significance of its size as bearing its load, its ease in steering, its speed, its of its graceful, efficient power equipment, its superior insulation of its every comfort and convenience of its beautiful lines. Thus realize that the Overland Six for 1916 is a triumph of design for only \$1145.

OVERLAND

Unexcelled reader confidence, high purchasing power and a distribution admirably adapted to marketing automobiles have been important factors in leading the keenest space buyers in the country to prefer the Christian Herald.



The New REO SIX \$1250

Christian Herald
New York



Chalmers Six-40 \$1350

10 Horsepower 7-Passenger Touring Car, Weight 3075 lbs. Vehicle listed above with standard equipment.

The Chalmers Six-40 is a car of unusual beauty and comfort. It is a car that is built to last, and it is a car that is built to give you the most complete and satisfactory service. It is a car that is built to give you the most complete and satisfactory service. It is a car that is built to give you the most complete and satisfactory service.

First Quality Car at \$1350

Now shown Now Car Now Price Now Service to Owners

Service of Factory Facilities. Guaranteed Production for 1916.

The Chalmers Six-40 is a car of unusual beauty and comfort. It is a car that is built to last, and it is a car that is built to give you the most complete and satisfactory service. It is a car that is built to give you the most complete and satisfactory service. It is a car that is built to give you the most complete and satisfactory service.

CHALMERS

The farmer is a manufacturer. His farm is his plant. The farm paper is his trade journal.

The value of the trade journal to the farmer depends upon the information that he can secure from its pages that will help him in his business. The Oklahoma Farmer-Stockman deals with agricultural conditions that obtain in its own zone. Carl Williams, editor, George Bishop, contributing editor, two of the strongest writers on agricultural subjects in the southwest, conduct departments in the Farmer-Stockman that will appeal to every intelligent farmer. Mr. Bishop, until recently with the Farm Journal, will hereafter contribute exclusively to the Farmer-Stockman.

The Oklahoma Farmer-Stockman, with a total net paid circulation of 100,000, distributes more than 65,000 copies in Oklahoma and over 25,000 in northern Texas. It carries more business of every classification than any other farm paper in the state. It has grown faster than any other farm paper in the country. —Member A. B. C.

One more issue remains in which to enjoy the 30c per line rate. From January 1st, 1916, the 40c rate is effective, and every line of display advertising in the Farmer-Stockman after that date will pay the 40c rate.

OKLAHOMA FARMER STOCKMAN

Oklahoma City, Okla.

REPRESENTATIVES:

THE E. KATZ SPECIAL ADVERTISING AGENCY

15-19 Madison Sq. N.,
New York, N. Y.

Harris Trust Bldg.,
Chicago, Ill.

612 Waldheim Bldg., Kansas City, Mo.

Copy That Features the Romantic Role Played by Your Product

How Various Advertisers Have Found and Applied Real and Unusual Stories

By Henry A. Beers, Jr.

WHEN a block or so of the temporary deck over the new Seventh Avenue subway excavation in New York gave way one morning this fall and engulfed a surface car and many pedestrians, one of the first emergency calls was for wreckers.

Up at the Times Square section of the contract, almost a mile from the cave-in, a three-ton locomotive crane was at work. Immediately on receipt of the S. O. S. for help from the contractor in distress at Twenty-fifth Street, the little crane was started for the scene of trouble. Under its own power it panted and puffed over the uneven plank-ing of Seventh Avenue's tem-porary roadway, cover-ing the 17 interven-ing city blocks and starting in on clean-ing up the debris in double-quick time.

Here was a side-light on a story of many ramifications and widespread news value that might easily have been lost in the shuffle.

The Brown Hoist-ing Machinery Com-pany, of Cleveland, Ohio, however, fig-ured that it was too good to be over-looked. One of its cranes had been en-abled to play an ac-tive, useful part in an event of great public interest—and did it on the jump.

Quick to realize the romantic appeal of the situation, a pho-tographer was rushed to the scene to get photographs of the great gulf of the un-

covered excavation, and views of the Brownhoist Crane in different active poses. These photographs comprised the setting for a semi-news copy story under the caption, "The First Wrecker on the Job at New York's Big Subway Disaster," that made a page ad of striking attention value and unusual interest in one of the engineering publications.

Probably no advertisers are so put to it thus to employ the un-usual as a means of achieving variety in their copy as those in the technical field. In copy of such highly specialized character there is the constant danger that one man's advertisement may too often appear and read just like



When the call for help came on the big subway wreck on 7th Ave., the first wrecker on the job was a 3-ton BROWNHOIST LOCOMOTIVE CRANE.

It was stationed on the Times Square contract at 42nd St. and Broadway, but when the neighboring contractor at 25th St. and 7th Ave. sent word of the cave-in the little Brownhoist hustled down 7th Ave., 17 city blocks, under its own power. It got to work right away, and by the time the heavy railways could be rigged, a big hole had been made in the wreckage.

The Brownhoist stayed on the job to rebalance the material hoisted out by the railway, and did it on motor tracks.

Contractors should note that when the call came, the little crane was not from idle due to any repairs—but it was chugging away at its daily work as it has been doing for the past year. To have a well-built crane is just as important on every day work as in times of emergency. It means money to the owner.

We are always glad to give you any information, such as prices, capacities, speeds, etc., on the various lines of cranes. Also ask for our catalog I, if you haven't a copy

The Brown Hoisting Machinery Co.

Cleveland, Ohio

BRANCH OFFICES

NEW YORK	PITTSBURGH
30 Chambers Street	1000 Belling
CHICAGO	SAN FRANCISCO
101 S. La Salle St.	Broadway Bldg.
MONTREAL, P. Q., CANADA	
100 St. James St.	
PORTLAND, ORE.	
The City Engineering Co.	



INTEREST SECURED BY THE DRAMATIC NEWS VALUE OF ILLUSTRATION

the next's. It is to avoid this that the shrewd technical advertiser is constantly on the alert for anything of an unusual nature that may arise in connection with his products with which to make new and striking copy appeals. And, fortunately for him, by its very nature, few fields offer so prolific a source of what we may call the romantic in advertising. Take another example:

The last girder to complete the span of the Hell Gate Bridge of the New York Connecting Rail-

with mathematical exactness; not the deviation of an inch's fraction.

ADVERTISER HAD PHOTOGRAPHER ON SPOT

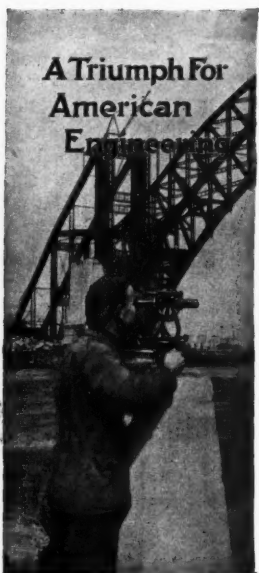
The Hell Gate Bridge is one of the new wonders of the world—a new engineering triumph. For the world at large its building and completion presents a story of great romantic interest; to the engineering world how much greater the appeal!

W. & L. E. Gurley, of Troy, N. Y., makers of the transit that checked the placing of the girders, were not slow to make capital of the opportunity thus afforded to advertise their instrument. As the last girder hung midway between sky and sea, a photograph was taken that included the engineer following the beam's course through the transit, big on its pedestal in the immediate foreground, the beam and the sturdy sweep of the great steel span in the middle distance, with the concrete approaches to the bridge fading away in the background.

Altogether, this photograph, splashed over a page in an engineering weekly with a few simple words to tell the story, made an ad of exceptional romantic interest as well as

professional appeal.

The advertising value of the two ads cited was unusual through its close correlation with news stories of universal interest. More often, however, technical copy must depend on incidents whose story appeal is mainly confined to the field of its readers. The following copy from one of the National Tube Company's advertisements is repeated just as it ran to show how a business adventure



**A Triumph For
American
Engineering**

—and GURLEY

**The Closing
of Hell Gate Arch**

Their position accurately checked throughout the job by a Gurley transit, the two mammoth segments of the world's greatest steel arch, at Hell Gate, New York, met with mathematical precision.

All the essential features of the Gurley transit, which controlled this great engineering work, are embraced in the NEW LINE OF GURLEY INSTRUMENTS.

Full descriptive matter will be sent to engineers on request.

W. & L. E. Gurley
Troy, N. Y.
Branch Office, Seattle, Wash.

A TECHNICAL ADVERTISER BRINGS ROMANCE TO HIS AID IN THE HEADLINE AND ILLUSTRATION

road, the world's greatest steel arch, was about to be hoisted into place. Throughout the course of assembly, as the two great segments approached nearer and nearer from either side of the river, the position of each additional girder as it went into place was checked by means of a transit which was set in a pedestal of solid concrete on land below the bridge's span.

The two gigantic segments met

Anthony Comstock's Valedictory

With prophetic and pathetic vision Anthony Comstock wrote for the January Designer his last appeal to the public he served so long.

One's Famous Friends

The Designer begins in January a new department called "One's Famous Friends," edited by Miss Jeanette Gilder, the intimate of so many notable people of this and the last generation.

The First Lady of the Land

Photographs of the new First Lady of the Land and her girlhood friends in Virginia will be of close interest to readers of the January Designer.

There is no more timely monthly magazine than The Designer.

The Designer

One of the three magazines known to advertising men as The Butterick Trio and bought as an advertising unit on a guaranteed circulation of 1,400,000. The other two members of The Trio are the Woman's Magazine and The Delineator.

16 Vandam Street New York



A Prosperity Story from Kansas City

A gain of 7,000 in circulation is The Star's record since December 1, 1914. This means a circulation considerably in excess of 200,000 every morning and every evening. The bulk of this gratifying gain, as shown in the detailed figures printed below, was in the city circulation. Today The Star is selling more than 100,000 copies every morning and every evening in the Greater City.

The town was covered completely a year ago. The gain in The Star's city circulation simply reflects the growth of Kansas City. It means the addition of thousands of families to the population of the Greater City!

And incidentally, during the last month, The Star carried 354 more columns of advertising than it carried the same month a year ago.

EVENING AND SUNDAY.

	Nov., 1915.	Nov., 1914
City	103,620	99,177
Country	104,416	102,020
	<hr/>	<hr/>
	208,036	201,197
Gain		6,839

MORNING.

	Nov., 1915.	Nov., 1914
City	100,255	95,813
Country	104,423	102,053
	<hr/>	<hr/>
	204,678	197,866
Gain		6,812

	Nov., 1915.	Nov., 1914
Weekly Star	337,665	328,887
Gain		8,778

Free copies and waste output are not included in the Star's circulation statements.

THE KANSAS CITY STAR

may embody such features that a straightforward recitation of the facts in story form will carry the sales punch with it.

"They were casing a well down on the Samuel Kime farm," the copy runs, "in the little village of Crawford Corners, Medina County, Ohio, and were using 1,640 ft. of 8 1/4-in. 24-lb. National Oil Well Casing. Suddenly the casing line broke—the elevator went out of business in a flash and 34,560 pounds, or some 1,440 feet, of National Casing dropped 200 feet to a bottom of limestone.

"What happened?

Equivalent to a gun-muzzle energy of 6,912,000 ft.-lbs!

They were casing a well down on the Samuel Kime farm, in the little village of Crawford Corners, Medina Co., Ohio, and were using 1,640 ft. of 8 1/4-in. 24 lb. "NATIONAL" Oil Well Casing. Suddenly the casing line broke—the elevator went out of business in a flash and 34,560 pounds, or some

1440 feet of

NATIONAL CASING

dropped 200 feet

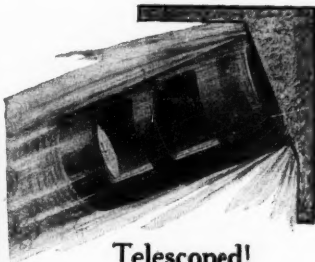


even "swelled" enough to make this section line impossible. And when they drew out the pipe they discovered that two, and in some different instances, three sections had been

to a gun-muzzle energy of 6,912,000 ft.-lbs.!" this story made a two-page spread and caused unusual comment.

Quite often the alliance of the story and the product is chronologically not so intimate as the preceding examples. Where, for instance, is the manufacturer of cast-iron pipe who at some time or other has not referred in his advertising to the cast-iron piping in the gardens of Louis XIV at Versailles, which records can prove has been in service for 250 years?

Indeed, the background of his-



Telescoped!
Without a crack!

Here is the three-in-one section after the fall

¶ You—exactly as the photographs here on this page before your eyes. Not the slightest opening—the weld itself discernible only on the closest inspection. ¶ THREE long sections jammed into the place of ONE. Isn't THIS an incontrovertible proof of the great "DUCTILITY" of "NATIONAL" Pipe? Doesn't THIS convince you of the excellence of the material in it? If you want to find out "WHY" "NATIONAL" Pipe stands treatment like the above, write for Test's THIS an incontrovertible proof of the

National Tube Company

Gen'l Sales Offices: FRICK BUILDING, PITTSBURGH, PA.

DISTRICT SALES OFFICES: Chicago, Kansas City, New Orleans, New York, Philadelphia, St. Louis, St. Paul, San Francisco, Seattle, Portland, Tacoma, Vancouver, Victoria, British Columbia, Canada. EXPORT REPRESENTATIVES: G. S. Steel Products Company, New York City.

SENSATIONAL TREATMENT OF AN UNUSUAL ACCIDENT BROUGHT INTO PLAY

"Did the terrific impact reduce the pipe to a cracked, twisted and partly fused mass of junk metal?"
"Nothing of the kind.

"They were able to use the same elevators to pull it out that had been used to put it in—because the 'National' pipe was not even 'swelled' enough to make this startling feat impossible. And when they drew out the pipe they discovered that two, and in three different instances, three sections had been telescoped without a crack."

Under the headline, "Equivalent

tory has been invoked often to put the flavor of romance in more than one technical advertiser's copy.

HISTORICAL TOUCH PUTS TO-DAY'S QUALITY INTO SHARP RELIEF

Within the past year one of the leading technical trade papers ran a historical series of advertisements on "The Evolution of the Lathe." These created such widespread comment that some of the Western colleges wrote to inquire where they could get hold of the woodcuts shown in the

copy for use in their technical classes. In this series the upper half of the page was devoted to the historical talk and cuts of the old lathes; the lower half to the lathe being advertised. The following sample of the copy run shows the method of gaining advertising contrast:

"Search the annals of the misty past and you will find that the lathe is the oldest machine tool. . . . There is little about the rude

this series prove, that the manufacturer of a metal planer is now running a series on the "History of the Planer" along somewhat similar lines.

These are some examples of how unusual circumstances in connection with an article may be utilized to good advantage in advertising copy. PRINTERS' INK has previously shown samples of the "Elgin Wonder Tales," in which were featured Elgin

Watches that had come through adventures of a decidedly romantic flavor.

HOW THE RIGHT KIND OF ROMANCE IS DISCOVERED

Where and how does the advertiser get wind of these business romances? The channels for such information are as varied as the intricate network woven by the threads of commerce. Sometimes he or his agent may be constantly on the lookout for the unusual incident that will make good copy. Sometimes they are discovered in reports from salesmen. Again a customer will sense the story in some experience with the manufacturer's product, and will write in to tell of it on his own hook. One advertising manager makes it a point to keep his ears open for this sort

of copy material when talking with consumers at conventions.

In the case of the historical advertisements mentioned, the materials were collected by careful research work in libraries and from editorial matter previously published in the publication's editorial columns.

Sometimes such a story will come in quite unsolicited from an entirely disinterested person. One of the technical trade papers not long ago ran a page ad for the

THE EVOLUTION OF THE LATHE



About One Hundred and Fourteen Years Ago

Machinists built this Improved Lathe, which shows in its design how rapidly the great idea of utilizing a single tool were for various purposes by means of change gears was developed.

The tool had a substantial, self-developed, cast-iron bed, a lead screw with 30 threads to the inch, a back rest for clamping work and was fitted with 12 change gears each, each serving its master from 11 to 37. The intermediate gear had a wide face and was carried on the average, adjustable arm in order to connect gears of various diameters on the fixed centers. Double screws, having from 16 to 100 threads per inch, are shown on the rack in front.

With Lathes of his design, Henry Machinist cut the first screws which had been made up to that time.

Next work we shall show an old time Lathe whose bed is made of wood.

LODGE & SHIPLEY LATHES



Getting Down to the Most Modern Lathe of Today

You'll find that the Lodge & Shipley "Selective Head" Lathe is as far ahead of the old model and as the masterpiece in its class of the shop-craft as a means for traveling.

Compare the old hand change gears and their crude method of mounting, above illustrated, with the drop forged steel quick change gears of the Lodge & Shipley Lathe. The speed, convenience, and efficiency of the "Selective Head" Lathe prove it is a distinct efficiency class.

Write for Bulletin No. 136.



The Lodge & Shipley Machine Tool Co.
Cincinnati, Ohio



THE ROMANCE OF HISTORY IN A TRADE-PAPER ADVERTISEMENT

device shown herewith (a French screw-cutting lathe of the Middle Ages) to associate with a lathe of modern design," while the copy run with the lathe being advertised is headed, "Compare the Above to this 18-inch Selective Head Lathe."

It is not to be wondered that such a series, instead of a conventional half-tone and copy such as "This is a good Lathe," gained wide attention. In fact, so successful as attention-pullers did

Nicholson File Company, of Providence, R. I., showing how an old Indian had made a razor from a Nicholson file. The president of another manufacturing concern had run across the curio, and noticing the name of the manufacturer on the file, sent it to him with a letter explaining the circumstances.

"From what I was able to learn," the letter reads, "this curio was made by an old Indian in the Indian village of Pawhuska, ten years ago from one of your files, all of the work being done by hand, using nothing but his crude tools, which consisted of a hand bellows, a flint hammer and an emery rock.

"If you will notice, it is as nearly perfect as if done by machine, the edge of the blade being in perfect alignment.

"It was used by this band of Osages for about eight years . . . to shave their heads, with the exception of the scalp-lock (which an Osage Indian runs in a line about two inches wide from his forehead to the back of his head), and was then presented to the man who gave it to me."

Such a letter, with a half-tone of the razor and a line drawing of the Indian barber shaving the polls of his brothers in the Indian village street, made advertising copy with a decidedly romantic setting for so apparently mundane an article as a file.

At times an advertiser will get track of a story about his product so unusual that, to make his copy read plausibly, he is obliged to deal gently with the actual facts.

"Some of the stories that come to us are really so strange that we have to tone them down," writes one of these to **PRINTERS' INK**. "Take, for example, a story that came the other day from the Southern oil field which told of some drill pipe which had been blown out of a well and bent and twisted almost into several bow knots. Of course, they thought it was good for nothing but scrap; however, they were some distance from a source of supply and they finally got busy and

straightened it and actually used all the material again.

"Remember that drill pipe isn't the casing of the well, but is the material which is used to do the drilling and, of course, must be absolutely straight; hence we were almost afraid to use this story for fear it would sound too much like fiction."

Anything salable has potentialities for romance. The only trouble about discovering and utilizing the romance in business, as in any other side of life, is that the rank and file of mortals are rarely able to recognize real romance when they meet it face to face. When it is found for them and well adapted, it makes some of the best sort of advertising copy.

Supplement to South American Trade Directory

The Bureau of Foreign and Domestic Commerce, through the co-operation of American consular officers, has completed a revision of the lists of importers and merchants located in Buenos Aires, Bahia Blanca and La Plata, Argentina. These lists form a supplement to the Trade Directory of South America, which was published in 1914 as a section of the new edition of the World Trade Directory.

In publishing the Trade Directory, the bureau was obliged to go to press without the list from Caracas, Venezuela. A revised directory for that city has been prepared, and is presented in this supplement, together with a later list for La Guaira, Venezuela.

The supplement contains 37 pages, and is sold at five cents per copy. It may be secured from the Superintendent of Documents, Government Printing Office, Washington, D. C.

Advertising Women Will Discuss Space

The New York League of Advertising Women will listen to addresses by buyers and sellers of space at this month's meeting, to be held at the Prince George Hotel on the evening of December 21st. Among the speakers will be F. St. John Richards, special newspaper representative; Barrett Andrews, of *Every Week*; Jesse Wineburgh, president of the New York City Car Advertising Company; H. E. Davidson, Eastern Manager for Geo. Enos Throop; and Miss M. S. Harris, of Sherman & Bryan.

H. T. Brownell has become associated with J. T. H. Mitchell, Inc., New York.

Publicity to Promote Good Government

Accounting to Public Benefits Civil Administration as Advertising Does a Manufacturer

By Geo. W. Perkins

Chairman Finance Committee and Director International Harvester Company; former partner of J. Pierpont Morgan & Company.

Address delivered before the Advertising Club of New York, December 3, 1915.

FOR many years I have been a firm believer in the value of publicity as, in a sense, a cure-all for many of the ills in our business and political life.

My first experience with publicity and its great value as a business asset was when I was connected with the New York Life Insurance Company. During my young manhood, while with the field force of the Agency Department of that company, the practice of all life insurance companies was to give their policyholders, their agents and the public generally just as little information as they possibly could. The idea was to conceal everything as nearly as possible, on the theory that their competitors would find out something that would be to the competitors' advantage. This practice, as a matter of fact, often led the management of life insurance companies to cover up mistakes in their internal management and accounts, and transactions that were often worse than mistakes. This practice naturally caused them to drift into the habit of doing this, because, under their secret practices and lack of publicity, the chances were that no one would find out the mistakes and wrongdoing. Of course, under such a system some improper transaction would come to light every once in a while, and there would be a great turmoil and exposure, with the result that the life insurance business generally would be injured because of the distrust and uncertainty engendered in the public mind as to the exact standing of the companies or the business methods employed.

As I worked up through the different departments of the New York Life Insurance Company until I became one of its vice-presidents, a group of men headed by John A. McCall, president of the New York Life, found themselves in accord as to the desirability of complete publicity in the affairs of the company, and step by step, in a few years, the New York Life came to adopt a system of absolute and complete publicity in its affairs. Its policy contract was simplified; it was freed of all legal and complicated phraseology and became a document so simply worded that the holder of a policy did not need a lawyer to interpret it and detect catch-phrases. The company's annual statement became complete in all its details as to assets, expenditures, reserves and liabilities. It was printed in full in the newspapers and it was issued in full in pamphlet form and a copy sent to each policyholder for his information and to each agent for his use as a canvassing document with which to secure new business.

PUBLICITY BROUGHT INCREASED BUSINESS TO NEW YORK LIFE

The step was revolutionary. For some time the other companies fought it, and we in the New York Life were regarded as a set of madmen; but almost immediately the change in the company's practice brought its reward in a largely increased new business, and the business of the New York Life grew so rapidly that other companies, one by one, were forced to follow, in whole or in part, the New York Life's example of complete publicity.

The adoption of a policy of
(Continued on page 69)



Re-Christened!

For some time we have realized that the name, *Railway Age Gazette, Mechanical Edition*, has been confusing; has failed to show that there is a distinction with a difference between it and the *Railway Age Gazette* (weekly). The latter, both in text and in advertising, covers the mechanical, as well as all of the other departments of railroading, from the operating point of view.

Railway Mechanical Engineer

To make the distinction between the two publications more marked, to make the name more synonymous with the contents, the *Railway Age Gazette, Mechanical Edition*, beginning January, 1916, will be called the *Railway Mechanical Engineer*.

That the *Railway Mechanical Engineer* is fulfilling its mission is attested by its steady growth in circulation and numerous unsolicited letters of commendation from railway mechanical department officers.

In passing, let us add that since January, 1912, the circulation of the *Railway Mechanical Edition* has increased just 66½ per cent. The advertising rates are exactly the same as they were in 1912. May we quote them?

Simmons - Boardman Publishing Co.
NEW YORK CHICAGO CLEVELAND

Charter Members Audit Bureau of Circulations





WOMAN'S WORLD

announces the appointment of

Pierson A. Skelton

as

Western Advertising Manager

on

January 1, 1916



Mr. Skelton has had a sound advertising and selling experience and he leaves our New York Office with a splendid service equipment to fill a big job.

I thoroughly commend him to your consideration.

Harold H. Manning

Advertising Director

WOMAN'S WORLD

286 Fifth Avenue, New York City



WOMAN'S WORLD

announces the appointment of

Charles W. Corbett

as a member of its

Western Advertising Staff

effective January 1st, 1916



Realizing the unusual scope of this field, Mr. Corbett comes to us from the position of Advertising Manager of The Housewife after Nine Years of constructive work.

He is the kind of man you can trust.

Harold H. Manning

Advertising Director

WOMAN'S WORLD

286 Fifth Avenue, New York City



PAGES IN COLOR

Through color photography, and a special process of reproduction, Harper's Bazar has succeeded in reproducing the actual appearance of fashions and of furniture.

Not merely the flat colors of the fabric are shown, but its effect when in use—with all the modulations of light and shadow—is brilliantly reproduced.

In the January issue you will find the first three of these pages in color. We have chosen three new designs by Lady Duff Gordon (Lucile), posed on her celebrated model, Hebe; also three Paris designs by the great artist, Erté; and a water-color painting of the gallery hall in the residence of Mr. W. M. Elkins, near Philadelphia.

Costly as this process is, utilizing no less than twelve colors, we have adopted it in the expectation of making Harper's Bazar not merely the best rounded magazine in the class field, but the most beautiful of all magazines. Look for the first three pages in color in the January Number of

HARPER'S BAZAR

We will be glad to mail proofs of these first three pages to anyone interested in color work.



complete publicity was not only beneficial in securing new business, but it showed results at once in the financial management and every other branch of the company's affairs; for every man, in every department, realized every day that his transactions were bound to become public; that the company's investments, whatever their character, must be scheduled item by item at the end of each year and exposed to the scrutiny of the entire world.

I have never forgotten this experience of mine with publicity in the New York Life, and I have tried in every corporation with which I have been connected to bring about, so far as one man's influence can, the same sort of public accounting. Indeed, wherever situated, whether in business or public affairs, I have endeavored to introduce and use publicity, both as a medium of strength and protection and to advance the practical success of the undertaking.

The more I have studied, worked with and seen the results of full, frank and complete publicity the more I have come to believe that it is almost a cure-all for many of our modern business ills. The subject is a very big one and can scarcely be covered in a short paper like this; but, to put it as concisely as I can, I believe that the reason why publicity in our day and generation can accomplish so much is, primarily, because of the intelligence and fair-mindedness of our people. I firmly believe that all that our people as a whole want or ask is a fair, square deal. They do not expect managers of business concerns or leaders of political parties to be infallible; they know they are human and liable to make mistakes; but the people want to know how their business managers and political leaders handle the affairs entrusted to them.

We Americans are not afraid of things simply because they are big, provided that they are big in the open, above board; but we are afraid of secretive, blind-pool methods. And it is largely because of secretive, blind-pool methods that our people have been afraid

of large aggregates of capital under what is known as corporate control. That is why they have been afraid of legislation conducted by a small group of men in star-chamber councils.

PUBLICITY MAKES FOR CLEAN GOVERNMENT

Perhaps the best illustration of the value of publicity is found in the office of President of the United States. It is commonly conceded that no ruler in the civilized world has more complete and far-reaching individual power than the President of the United States; yet he is governed and controlled by very few specific laws, rules and regulations. But from the moment he arises each morning until he retires at night his every act, almost his every look, step and word are chronicled, published, criticized and analyzed. He is controlled and regulated by the strictest and completest sort of publicity. Our people would not for one moment entrust him with the power he has, even though he were surrounded and bound by a myriad of laws and rules, if he conducted his work and lived his life in comparative secrecy and away from the public gaze.

In view of this satisfactory experience with the office of President of the United States, might we not expect something at least approximately as satisfactory in the management and control of less important positions, such as State and municipal offices, if the same policy of publicity were pursued? And is it not only fair to infer that the lack of publicity as a means of regulation and control in State and municipal offices accounts in large measure for the maladministration and inefficient administration that is so often noticeable in offices of this character in this country?

So far as complete publicity has been practiced in our large industrial corporations it has been equally successful. Is it not high time, therefore, that we gave more thought to and applied in a more practical way the principle of publicity in our industrial and political affairs?

From my observation I firmly

believe that in another very important respect publicity is a great cure-all, viz., in the relations between capital and labor. Secrecy, concealment, lack of information have done more than anything else to arouse suspicion on the part of labor that all was not as fair and equitable as it should be between capital and labor. I am perfectly satisfied that labor is more than willing that capital should have a handsome return in the way of interest or dividends; but when it does not know whether that return is fair, handsome or exorbitant you cannot expect labor to be contented and free from suspicion.

I believe that when a business concern becomes so large that the capital it uses is represented by more than a few people living in the same neighborhood, it should be required to furnish at least annually a complete statement of its affairs; that it should do this for the benefit alike of its stockholders, its consumers, its employees and the public generally. If this were required by law of all corporations, in place of being done, as at the present time, by a few corporations as a favor and because certain managers believe in it as a policy, we would be surprised at the rapidity with which many of the evils of which we complain would disappear.

Publicity would accomplish what the Sherman Law does not, viz., abolish false prospectuses, overcapitalization and stock-watering. Full and complete publicity would practically do away with these and kindred bad practices and crimes which are constantly recurring and for which the public has no redress at present.

I stand for and believe in publicity—full, frank, complete.

Encyclopædia Britannica in Mail-Order Edition

The Encyclopædia Britannica Corporation, New York, is advertising a "handy edition" to be sold exclusively through Sears, Roebuck & Company, Chicago. The cash price of the small edition is about one-third that of the Cambridge University issue, and is being sold by the mail-order house by installment, the first payment required being \$1.00.

Proprietaries Have Public Confidence, Says Mr. Balliett

FOSTER-MILBURN COMPANY.

BUFFALO, N. Y., Nov. 30, 1915.

Editor of PRINTERS' INK:

There is just one note in your article of November 25th on the campaign under discussion in the Proprietary Association, of which I am a member of the executive committee, that jarred upon my sensibilities—that is, the expression which is repeated two or three times in the article to this effect,—“to win back the public confidence in proprietary commodities.”

While it may be true that there is a lack of confidence in medical advertising on the part of some small classes of people, it cannot be said truthfully that this applies to the majority, nor any considerable percentage, even, of the public. The products of proprietary manufacturers in one year, according to statistics compiled by the Bureau of Manufactures, at Washington, amounted to \$160,000,000. Any class of products which is sold to this extent cannot be said to have lost public confidence.

FOSTER-MILBURN COMPANY.

Carl J. Balliett, Ass't Treasurer.

Bets That Advertisers Have Missed

Alert as our friends the advertisers are, they miss an occasional chance. Why not revise the old fairy tales? And “Mother Goose”? Why not an advertisers' edition of these? In “The Three Bears,” frinst, the remark might be “Somebody has been at my Petti-jack's Oklahoma Breakfast Food!” What kind of bread was Little Red Riding Hood taking to her grandmother? What brand of butter? What was the shortening used in Little Jack Horner's Christmas pie? Was it a Klaxon that Little Boy Blue blew?

And the ancient and jovial monarch is a mine for advertisers. E. g.:

Old King Cole was a merry old soul,

And a merry old soul was he;

He called for his Johnnypipe of Dinner-coat Tobacco, and he called for his bowl of Oatena,

And he called for his Jameson's Stringed Three-Piece Orchestra, Special Rates for Balls, Parties, Weddings, etc.

—F. P. A. in “New York Tribune.”

To Advertise Industries of South

The Industrial Association of the South was organized last week at Nashville, Tenn., the object being to advertise the South and promote that section generally. It is planned to raise \$500,000 for publicity work. State directors covering most of the territory were chosen. The first meeting, at which definite plans will be made for carrying out the work proposed, will probably be held at Louisville in a few weeks.

Non-Advertising Industries Retard World's Prosperity

A Greater, More Efficient Selling Effort Would Bring Benefit All Up and Down the Scale of Society

By W. R. Hotchkin

Director of the Cheltenham Advertising Agency, New York

THE towering structures of the greatest modern business successes are built upon advertising.

We could no more go back to conducting business without advertising than we could go back to the days when we had neither telephone nor electric light.

The manufacturer of automobiles, who has an output of ten thousand or more cars a year, could no more market them without advertising than he could operate them without electricity.

When we admit the vital necessity of advertising to the businesses that have become great because of it, *what must we say about the owners of undeveloped businesses who do not advertise, or who do not adequately advertise?*

Great national advertisers and aggressive local advertisers have, in one generation, brought America from a third-rate position commercially, until to-day she holds first position.

To-morrow's great step forward must be in the direction of expanding the enormous possibilities of America's still undeveloped businesses. That is our line of least resistance and most rapid growth.

Hundreds of weakly promoted industries are holding back the nation's progress and the city of Baltimore's progress to-day.

Every moderately successful concern, which is failing to advertise aggressively, is retarding the city's prosperity and the nation's prosperity—and it is failing to give profitable employment to hundreds or thousands of people, who, by means of such employment, would in turn become greater con-

sumers of other products and thus carry to infinity the growing circles of nation-wide success.

This is not a stimulus to greed!

I do not wish to prod contented men to the mere accumulation of more millions of dollars!

If the millions come, with broad-minded effort, they will be deserved, and, for the most part, welcomed.

I am pointing to these economic facts to draw the attention of men holding strategic positions in the commercial world to their responsibility as stewards of the world's prosperity.

Sometimes, in this world, we can do as much harm by what we fail to do as by what we could criminally do.

SHOW "LITTLE NECKS" THEIR RESPONSIBILITY

The other day I heard Hugh Chalmers illuminate this condition. He was talking about salesmen and distributors who didn't do as much as they might. He held up the water bottle, pointed to the big bowl of the bottle and its little neck. There was the big volume of water, but it couldn't be poured out any faster than the little neck would let it come.

He said that organizations were full of "little necks" that were retarding business growth; and that the only thing to do was to cut off the little necks!

But there is often another and more valuable thing to do.

Let us broaden the outlook and the ambition of the "little neck." Let us impress upon him more of his responsibility.

When this is accomplished, we can create a new unit of force to work for the general prosperity.

If he is doing a big business

Portion of an address before the Advertising Club of Baltimore, December 2, 1915.

without advertising, he could unquestionably do a vastly greater business *with* advertising; and he is not fulfilling his full duty to his employees, his associates, his community, while he is doing less than his best to promote and increase his business.

Now I want to say a word about the *kind* of advertising that is most worthy of your use and support:

We are just beginning to emerge from the primitive stage of advertising. We have passed beyond the point where the first lightning was brought down the kites string by the key; but the vast powers of this great force are still in the experimental stage to a wide degree.

There is the constant temptation on the part of both manufacturer and dealer to go first after the business of the competitor.

Too much advertising is printed with the sole purpose of worrying the competitor. That kind of advertising rarely sells goods.

It is mere cat and dog merchandising.

It makes a beautiful *fight*—but there isn't any *meat* in it for either.

THE CHIEF FIELD FOR ADVERTISERS IS UNTILLED

The real power in the commercial world—the man who attains real growth for his own business and who definitely adds to universal prosperity is the one who *develops new business* in new markets among new customers—the man whose sales and profits are not taken from other manufacturers or dealers. He is the man whose advertising has created new desires in the minds of people, instead of merely filling their everyday wants.

This sort of advertising is a definite contribution to the growth of commerce.

I will illustrate this point:

Suppose I am planning an advertising campaign for a dentifrice.

How and where can I get largest possible results?

First, I learn by reliable statistics that only one person out of

ten uses a dentifrice at all up to this time.

I am going to do national advertising in a population, let us say, roundly of a hundred millions—only ten millions of whom ever use dentifrice.

Where can I get biggest results?

Among the ten millions, most of whom now have a favorite dentifrice, against which I must fight? Or among the ninety millions not yet addicted to any dentifrice, and who need only to be shown the vital necessity of using a dentifrice in order to get them to buy the dentifrice that has saved their sanitary souls?

So, instead of advertising with a picture of a beautiful woman showing her teeth, I go directly after the careless people, who have never taken care of their teeth.

I warn them of the danger of decay and loss—the helplessness of people who cannot properly chew their food—the annoyance and actual danger to health of improper mastication.

Then I shame them mercilessly for appearing among their friends with dark and dirty teeth—creating a guilty consciousness of being unclean and ugly, if they do not clean their teeth every day—make them feel that everybody is looking at their teeth. Thus, when millions of people are stirred up to this uncomfortable point, they are impelled to rush to the store for a dentifrice; and, since they have just been reading my advertising, they ask for my dentifrice!

Thus I am not taking existing business away from the other fellow; but I have created absolutely new business, developed definitely new consumers, and thus added permanently to the general volume of business.

This is what it means to be a *creative force*.

This is the sort of advertising that definitely adds to the world's prosperity and progress.

This is the sort of business effort that adds to the dignity and power of advertising—crowning our profession with new laurels and giving unceasing inspiration and fascination to our daily work.

What M. M. Gillam Contributed to Wanamaker's Advertising

NEW YORK, Nov. 29, 1915.

Editor of PRINTERS' INK:

I have been amused and interested by the rather disjointed symposium you have presented on the Wanamaker advertising.

For eight and a half years, 1886-1895, I was the advertising manager of that business. That was practically the close of the formative period in the style of the store's announcements that the business world knows as "the Wanamaker style." It only needs a glance at my scrap books of the advertising of that period in comparison with the work before and since to see what happened then. I am making no blanket claims. I never have. But I certainly had a rather intimate touch on what I consider the most interesting period in the store's advertising history.

There is no question that Mr. John E. Powers temporarily stamped a certain very marked and very effective virility—caustic, cynical, even almost vicious at times—on that advertising. He was particularly given to pointing out actual or possible flaws or defects in goods instead of everlastingly holding up the claim for "best," as is the nearly universal tendency of advertisers. He did it with a master hand. It was effective. To pen-prick an insignificant fault in weave, style or printing gave scope to his peculiar style and left the reader with the feeling that the thing itself was worth grabbing for. Great if you can do it right. Mushy if done as an imitation. I note the same drift in his PRINTERS' INK letter of 18th November. He belittles his earlier work to an exaggerated degree. It was not bad advertising that he did then.

There is also no question that Mr. Robert C. Ogden had a very important and impressive part in shaping this advertising. A merchant by instinct as well as by training. A man who scorned quibbling or verbal tricks. Soaked full of the spirit of the store, full of initiative, an easy, pointed writer and the most alert man I ever knew under a store roof in all that pertained to the presentation of goods and the healthy stimulation of public interest. It was with him that I worked. It was with him that I conferred almost invariably regarding the advertising—probably not 40 times with any one else during my entire connection with the store. He scorned many of the Powers methods. He had no use for any but kindly, human-interest means for reaching the store's public.

We developed these features among others in the advertising:

- 1—Illustrations.
- 2—A lighter, more poetic touch.
- 3—General news treatment of store matters instead of editorial: "Handle the news of a store as you would handle the news of the world in a newspaper" is what I said in PRINTERS' INK fully 25 years ago.
- 4—Breaking away from a monotony of old-style pica type and making two,

three or more column headings and introductions.

5—A very large increase in details, printed in nonpareil type.

6—Abandonment of the caustic style and modest use of the confessional touching merchandise.

There is no question that John Wanamaker from the first dominated the store, and of course, either tacitly or actually, approved of the advertising; that is, his disapproval at any time could have at once brought a change in type, in style or in management. The only important conference in my day with him on the subject was when the question of illustrations was being considered. Mr. Ogden was urgent for pictures. Mr. Wanamaker was apparently unconvinced. We finally induced Mr. Wanamaker to permit their use, but only after I had 50 sets ready in advance.

I heard much gossip in the store during the early months of my service about my predecessor, and I have no doubt that he brought some interesting changes into the advertising, but that he could do so without Mr. Wanamaker's approval is absurd.

In some respects Mr. Wanamaker is himself exceptionally strong as an advertisement writer. He is at his very best in the little editorial articles which appear daily in the large announcements of the store. I know of no one who can match these bits of brightness.

As to the "Wanamaker Style," meaning the style of direct personal appeal, there are some erroneous notions.

Nearly 20 years ago I was asked by a New York trade paper, interested in such matters, to prepare an article on this subject. I started out to do it. In Philadelphia I examined files of the *North American* and the *Age* and of other publications that helped to cover the period for 50 years or so before that time, and, somewhat to my surprise, found that very often in those old, old papers and all along the line down to the late 70s there had been advertisements just as personal, just as intimately individual as those at Thirtieth and Market Streets. None of them was very long, however. I reported that there was no basis for such an article as I had hoped to write, that this sort of address seemed to be as old as the human race.

Why, when Satan advertised apples to Eve he was using this same style.

It is the *storekeeping* that counts as the real advertising—the printed advertising is an incident.

M. M. GILLAM.

Looks Like a Real Fence

The Cleveland Cyclone Fence Company, manufacturer of woven-wire fences, gates, etc., has been sending out a mailing piece which secures attention by reason of its novel form. The printed matter is arranged in a long strip, six inches wide and fifty long. One end is pasted on a cardboard mailing tube and when mailed the printed sheet is wrapped around the tube. The outside of the sheet is printed to represent woven-wire fence and gives the impression of a considerable quantity of fencing rolled up for delivery.

Campaign on Burrill's Brands Spreading Out

The New England Laboratory Company, of Lynn., Mass., is beginning a campaign to obtain distribution in New York City, Philadelphia, Baltimore and Washington, the leading dailies being used. From two to four-inch single-column space is devoted alternately to Burrill's Tooth Powder and Burrill's Tooth Paste.

Painted bulletins, illuminated signs and posters along the railroads have also been a part of the campaign, and educational work, with the assistance of professional men, teachers and nurses, is, according to the statement of W. A. Burrill, treasurer of the company, of great assistance in interesting the children. A full army of dealer helps is also being actively used. Says Mr. Burrill in response to an inquiry from PRINTERS' INK:

"In 1892 the first of the products from this laboratory were prepared and sold. A small room was occupied and one expert pharmacist and assistant prepared prescriptions of the medical profession. The field was limited and the growth of the old concern slow for the first few years. From 1900 on, though, good progress was made, and in 1908 the medical preparations were well distributed throughout New England. During this time a formula for tooth powder was experimented with.

"In 1908 the New England Laboratory Company was formed, taking over the business of the old company and adding Burrill's Tooth Powder for the first new article. The first advertising or sales to start on a definite campaign was in 1909 at a fair in Boston. The fair drew large crowds and the first results for Burrill's Tooth Powder were flattering. Introductory work was then started in our home section (around Boston) to see if the first impression would be lasting. The dentists were favorably impressed and a good portion of the druggists and department stores were interested.

"From that time on we have been pushing Burrill's Tooth Powder to the front. State by State, covering each section thoroughly, we have started our advertising and sales campaign. First, New England, where we now are represented in nearly every store. As New York City is a distinct proposition, general work with the trade was not started. New York State has responded well; Philadelphia, Baltimore and Washington, the beginning of our campaign for the central section of the East have all been opened.

"Burrill's Tooth Paste was added to our line to meet the requirements of paste users. The same plan is used for this preparation, too. The start was made two years ago.

"For introductory work we have found that a careful distribution of samples by dentists, through the trade and direct, have produced excellent results.

"In advertising, our original plan will be followed as near as practical, developing each section before adding new territory. Local conditions govern the

forms of advertising. The most effective mediums are used in every case. If it may be any of the mediums mentioned before, they are used. If magazines, theatre programmes or local newspapers do better work than our present system, they will be used.

"I assure you the country will hear more of our products in the future."

Club Favors Physicians' Advertising

The Cincinnati Advertisers' Club recently authorized its president to take up with the Ohio Board of Medical Examiners the propriety of the Board's requirement under which applicants for licenses to practice medicine must agree to refrain from advertising. President Clark therefore addressed a letter to the Board, setting forth the club's objection to the rule in the following language:

"A most careful reading of the amended section (of the statute) does not give you the right to issue so broad and arbitrary an order, but does give you the power to refuse to grant a certificate to a person advertising medical practice in which extravagantly worded statements intended, or having a tendency, to deceive and defraud the public are made, or where specific mention is made in such advertisement of certain diseases.

"We know that truthful advertising in any form is the great method of giving information to the general public, and the people who truthfully advertise are entitled to the highest consideration and respect from all persons. We therefore ask that if you have a rule on the subject, it be modified to conform to the code."

Business Good with Lithographers

In connection with the annual convention of the National Association of Employing Lithographers, held in Cincinnati on December 1st, 2nd and 3rd, a discussion of business conditions by members of concerns doing printing and lithographing for advertisers all over the country developed the fact that this branch of business has nothing to complain of.

Tariff conditions, however, are causing some fear that after the European war the lithographing industry in this country will suffer in some departments by reason of the anticipated influx of lithographed products from Germany, especially, where the required expert labor is paid at a much lower rate than in the United States.

The subject of poster censorship, which has been suggested as a means of eliminating objectionable posters, was also brought up.

Officers were elected by the lithographers as follows: president, Frank A. Stecher, Rochester; vice-president, Max Schmidt, San Francisco; secretary, P. D. Oviatt, Buffalo; treasurer, Horace Reed, Buffalo. Chicago was chosen as the place of the next convention.

Why People Pay More

Most magazines have an "inside" price. This inside price is offered the public under the guise of premiums, sets of books, clubbing schemes and what-not.

It is an axiom in business that "inside prices" are only quoted when "outside prices" are unobtainable.

It is not an accident that a million of the best people pay *full price* every month for Cosmopolitan.

It is not an accident that for more than three years a million of the best people have shown this preference for Cosmopolitan.

The only premium on Cosmopolitan is placed there by the public.

The reason is simple. The best people buy their magazines as they buy everything else. They have a strong leaning toward *quality*.

This explains why in every investigation made by advertisers to determine the favorite magazines of the public, Cosmopolitan is always near the top of the list.

NOTE: Nothing in years has created such a sensation in the advertising world as our recent circular, giving full details of the Weed Chain investigation. You may have your copy on request.



119 West 40th Street
New York City

BOARD OF DIRECTORS

H. H. ROYSTON
National Lamp Works of General
Electric Company
Cleveland, Ohio
O. C. HARR
National Lead Co., New York
R. A. HOLMES
The Crofut & Knapp Co., New York
EDWARD HUNGERFORD
Wells Fargo & Co., New York
WM. H. INGERSOLL
Robt. H. Ingersoll & Bro., New York
L. B. JONES
Eastman Kodak Co., Rochester, N. Y.
C. W. PATMAN, Secretary-Treasurer

President
HARRY TIPPER
The Texas Company
New York

Vice-President
R. O. EASTMAN
Kellogg Toasted Corn Flake Co.
Battle Creek, Mich.

BOARD OF DIRECTORS

A. C. BRADY
Remington Typewriter Co., New York
G. B. BRADY
The Delaval Separator Co., New York
THE TRIST
American Maltograph Sales Co.
Cleveland, Ohio
A. A. WATSON
Burrage & Addis Machine Co.
Detroit, Mich.
J. S. WHEELER
Gage Brothers & Co., Chicago
W. R. WHEATON
Pratt & Lambert, Inc., Baltimore

Association of National Advertisers

INCORPORATED

(Formerly Association of National Advertising Managers.)

Telephone, GRAMERCY 762

FIFTH AVENUE BLDG., NEW YORK

FARM AND HOME

October 28th, 1915.

Dear Sirs:

Attention of the Publisher

We shall greatly appreciate your furnishing us with information as to the following:

1. Do you have any special rules regarding the admission of advertising into your columns?
2. Do you accept advertisements of remedies that profess to cure cancer or any other generally acknowledged incurable diseases?
3. Do you admit advertising of the so-called "men specialists"?
4. Do you reject all "fortune-telling", so-called "harmless hair dyes", doctors who advertise "only curable cases practically accepted for treatment", etc.?
5. Do you reject advertisements of real estate or financial concerns; that you personally would consider questionable?
6. Do you admit advertisements of so-called "matrimonial bureaus", or of any person advertising for a wife?
7. What are your rulings on alcoholic advertisements?
8. Do you apply the same rulings on these matters to classified advertising as well as to display advertising?
9. Do you print in your publication, an invitation to readers to report any case of fraud or deception by an advertiser?
10. Do you assist in the prosecution of such complaints?

Awaiting your early reply. we are

Very truly yours,



Secretary-Treasurer.

CWP/HC

THE PHELPS PUBLISHING CO.
PUBLISHERS
FARM AND HOME

ORANGE JUDD CO.
PUBLISHERS
ORANGE JUDD FARM WEEKLIES
KNOWN THE COUNTRY OVER AS

THE BUSHNELL CO.
PUBLISHERS
THE DAKOTA FARMER

THE NATIONAL FARM POWER

LEADERS OF THE AGRICULTURAL PRESS

NEW YORK
315 FOURTH AVENUE
CHICAGO
1310 MICHIGAN BLVD. BLDG

SPRINGFIELD, MASS
MYRICK BUILDING
ATLANTA, GA.
909 Candler Building

MINNEAPOLIS
801 ONEIDA BUILDING
ABERDEEN
SOUTH DAKOTA

Association of National Advertisers,
Attention of Mr. C. W. Patman, Secretary,
Fifth Ave. Bldg., New York City.

New York City, November 4, 1915.

Dear Mr. Patman:

This is to acknowledge your circular letter of October 28, and as we have already received three copies addressed respectively to American Agriculturist, New England Homestead and Farm and Home, I have no doubt you have sent these letters to all of our different offices. This, therefore, will be a general answer to all of your letters to the different units of THE NATIONAL FARM POWER as our policy on all the papers is the same:

1. We do have special rules regarding the admission of advertising into our columns and they are shown "marked" on the rate cards hereto attached.
2. We do not accept advertisements of remedies that profess to cure cancer, or indeed any other sort of medical advertising.
3. We do not accept advertisements of so-called "Men Specialists."
4. We do not accept any of the classes of advertising listed under this specialty.
5. We do not accept any financial advertising whatever, and on real estate we are very careful to take only those who are in good repute. On the latter we do not accept any firms who require a so-called "listing fee" in advance.
6. We do not accept advertisements of so-called matrimonial bureaus, nor of individuals advertising with a view to matrimony.
7. We do not accept any alcoholic advertisements.
8. All of the above rulings apply on classified advertising as well as on display advertising.
- 9-10. We not only invite our readers to report any cases of fraud or deception by an advertiser, but we guarantee our readers against loss through any advertisements that may appear in our papers, and in addition to that we conduct a somewhat elaborate and detailed Service Bureau which our subscribers make very extended use of in investigating their troubles with advertisers and others who may not be using our papers at all. I may say that we have been very successful in affording them help through this bureau.

Trusting that this will give you what you want, I am

Very truly yours

PHELPS PUBLISHING COMPANY,
ORANGE JUDD COMPANY.

ADVERTISING

QUESTION FOR THE

FRATERNITY

What should be—what *can* be guaranteed? The advertiser or the advertisement?

Your criticisms of *our* proposed guarantee will be appreciated.

How may the wording be improved? 50 words is the limit.

"Advertisers will send exactly what they offer in their advertisements in *The Gentlewoman*—this we guarantee. Subscribers can buy from advertisements in *The Gentlewoman* with absolute safety. In case of any misrepresentation we will pay your money back promptly if the advertiser does not."

For examples see a successful farm paper's guarantee of 158 words, a farm journal's fair play of 130 words, or a rural New York paper's square deal of 157 words. So many words result in a lengthy, small-type paragraph which appears on but one page in the paper.

If the Advertiser and the Advertised, as well as the Advertisement, CAN be guaranteed perhaps many words are necessary to cover the buts, exceptions and conditions.

Should not the guarantee be in few words, in readable type, and

printed repeatedly in each issue? Then readers, and particularly new subscribers, could hardly miss seeing the guarantee in each and every number.

Need more than 50 words be used to tell the membership of over 2,000,000 small-town homes that they may send their money to advertisers in *The Gentlewoman* with absolute certainty of receiving exactly what they expected or their money back. If more needs to be said or can be better said we will gladly say it.

So kindly let us hear from you with your keenest criticisms.

THE GENTLEWOMAN

W. J. THOMPSON COMPANY, Publishers, New York

Transplanting Ideas into Other Minds

Brisbane Tells Chicago Ad Club How He Does It

"SAY something in the beginning that everybody understands and then keep repeating it until they remember." That is Arthur Brisbane's advice to advertising men faced with the problem of making others see a thing their way. Then the editor of the Hearst newspapers proceeded to illustrate this point to the members of the Advertising Association of Chicago, whom he was addressing.

"Suppose you were going to write something about the Laws of Moses," he said. "If you were to start out with some commonplace thing no one would read what you had written. They would hasten on to something interesting. But if you wrote: 'Don't misunderstand Moses, he had no ice-box,' everybody would be interested. Then you could go on and explain that because the laws of Moses were written while he was crossing a hot and waterless desert he said a good many things that he wouldn't have said if he were writing them to-day in a modern apartment equipped with a modern ice-box."

Mr. Brisbane urged advertising writers to use simple copy and layout. He said the first rule of writing convincingly was "Don't try to write effectively." He illustrated this point by declaring that if he were to say "Fire" the idea would be conveyed to your mind more quickly than if he used a paragraph. It is always well to use words that your public is used to and familiar with. If you were out in the woods you would not follow the rabbit trail, but would stick to the main-traveled road where the constant wear and use made the traveling easy. He contended that Shakespeare's expression: "To be, or not to be, that is the question," is a good example of the forceful use of short words. He always holds Shakespeare out as a model to young

writers who come to him for advice.

Stress was laid on the need of an advertising writer having worn a path for an idea into a man's brain to keep it worn. He mentioned that when Beecham's Pills stopped advertising, with the intention of coasting on their reputation, it was necessary for the manufacturers to spend many times what they would have spent to win back their lost ground.

NEW READERS CONSTANTLY NEED ELEMENTARY EXPLANATIONS

Another point that Mr. Brisbane made was the need of treating something that you think everybody knows about as though nobody had ever heard of it. "You would be surprised to know how many ad writers shoot over the heads of their readers because they take it for granted that their readers know, when they don't. You can't afford to take anything for granted. Be like the man who visited a friend that had a big English bulldog. As he opened the door the dog began to bark viciously. 'Don't mind him,' his friend said, 'you know barking dogs never bite.' 'Yes, I know it,' replied the visitor, 'but does the dog?'" Mr. Brisbane said that one of the most successful ads he ever wrote was simply a result of talking of "interest" as "making other people work for you."

The Hearst editor also paid his respects in passing to the business man who was so absorbed in his own work that he had no time to listen to the experiences of others. "A great many business men remind me of that story about Napoleon," declared Mr. Brisbane. "When he was standing on the banks of the English channel waiting for a favorable wind, he was told that there was an American who wanted to see him. 'Tell the American I will give him one

minute,' he said to his aide. The American was shown in, talked for a minute, but Napoleon was too busy to listen. Yet if he had listened he would have been told of a way that would transport his army to England regardless of which way the wind blew, for the American was Robert Fulton with his steamboat."

Because so many business men are too busy to read, Mr. Brisbane said that the wise advertiser of to-day is taking the young men in school and educating them, so that when they reach the busy age, they will know all about his proposition. He said, too, that he believed the surface of advertising and its possibilities had not even been scratched, that the things that would be done through advertising in the next generation would make the world gasp. The young men of the club in attendance he urged to learn how to let the other fellow man know how to talk to them. That, he contended, was the most important of all the rules of success.

Saw Manufacturer Seeks Lumber Trade's Good Will

E. C. Atkins & Co., of Indianapolis, manufacturers of saws, are featuring in their trade-journal advertising the fact that their 189 salesmen are boosters of wooden products. This is a type of good-will advertising that is likely to be unusually effective just now, inasmuch as the lumber trade is organizing in many directions to combat the substitution of other materials and increase the consumption of lumber products.

New York Bank's Commemorative Book

The Fifth Avenue Bank of New York has issued an 80-page book, bound in boards, to commemorate its fortieth anniversary. The book is entitled "Fifth Avenue," and the sub-title aptly describes its contents: "Glances at the Vicissitudes and Romance of a World-renowned Thoroughfare, together with Many Rare Illustrations that Bring Back an Interesting Past."

P. M. Reed to Represent Superior Printing Company

Paul M. Reed, formerly of the Reed Press, Pittsburgh, has been placed in charge of Eastern sales for the Superior Printing Company, Akron, Ohio.

Racine Schools Will Help Foreign Trade

A year ago considerable interest was aroused by the great ease and success with which classes in Spanish were conducted in Racine, Wis. We all want foreign trade to be developed and our people to be trained to that end, but the task seems sometimes very difficult.

Wisconsin has continuation schools whose duty it is to teach working people of all kinds just what they need to know to make them more capable and helpful.

Racine does considerable business with South America. It was discovered that the correspondence had to be sent to Chicago for translation and again for retranslation. It was suggested that the stenographers and sales correspondents in the factories and offices be taught Spanish. It was expected that enough would respond to constitute one small class and that there might be difficulty in finding a teacher. Within a few weeks the pupils numbered 150. An instructor was found right in the city who was born in Barcelona, had lived for years in South America and graduated from the College of Engineering, University of Illinois, and was working in one of the factories, and another teacher, also working in the city, born in old Mexico, a graduate of a Kansas State Normal School and a business college in Iowa.

One hundred of the pupils continued through the course and acquired a sufficient use for their purpose of reading and writing in Spanish. Fifty of these are now beginning a second year's course in conversation so that they can represent American factories to advantage throughout South America. And a new class of beginners, about 200 strong, is under way.

The cost of the course was less than \$2 per student. Thus, while we wonder, educate and speculate, the continuation schools demonstrate an utterly practical and simple way of training those who work, while they work, in anything they need to know in their own interest or their employers' at almost no expense. —H. E. Mills in *American Industries*.

Fair Trade in Australia

A bill which has just been introduced into the Parliament of Victoria "to regulate the manufacture and sale of footwear" prohibits, under penalty, the sale of boots and shoes the soles of which do not consist entirely of leather, unless a true statement of the materials composing the sole is conspicuously and legibly stamped upon its outer surface. The name or registered trademark of the manufacturer must also be stamped upon or impressed into the soles of all footwear offered for sale in the State. In case the bill is passed by the Victorian Parliament, it is to go into effect by proclamation of the Governor in Council, to be made when the Governor is satisfied that a similar act has been passed by the Parliament of New South Wales.—*Commerce Reports*.

Annual Meeting of Association of Na- tional Advertisers

(Continued from page 12)

ple: the Eastman Kodak representative related the first year's experience of his company with a special house-organ prepared especially for the retail clerk and sent to his home address at the instance of the proprietor of the photographic-supplies store. A linoleum advertiser told of the good reception accorded a manual written in an entertaining style, but dealing with the fundamental information of linoleum. Other members discussed the need of approaching merchant and sales people with great tact in this matter of instructing them in the selling of goods. One member had secured good results with plain multigraphed bulletins minus all "ginger" or inspirational matter. It was brought out that there was a growing dislike among merchants of premiums and other inducements to the clerk as a reward for pushing certain goods.

News of the election to the presidency of an advertising club in the A. A. C. of W. of a man connected with a rather unfavorably known patent medicine caused an inquiry to be addressed to the national commission. The value of double-page spreads developed a discussion that seemed evenly divided pro and con.

The discussion on exclusive agencies brought out the general opinion that the exclusive agency was the more logical arrangement where the article sold was something that required service after the sale was made.

The discussion of foreign-language advertising in America did not bring much to light beyond the successful experience of one member in sending out an Italian handbook on the use of the building material product that he advertises. This was supplied to Italian contractors and masons through the retail dealers.

Some humor was brought into the discussion of the value of Pan-

ama-Pacific Grand Prizes and other such awards as subjects of advertising. Only one member regarded the feature as one of considerable advertising value. Others felt that the awarding of the prizes was done in too loose a manner.

Salesmen's contests and quota systems were discussed from various angles. One member felt that the reaction following contests took away considerable of the benefit of the increased sales during the contest. George S. Parker, of the Parker Pen Company, described his "Trip Around the World Contest" and said it was the most successful he had ever conducted—the trip being an imaginary one only, but something in which salesmen took a lively interest; prizes of from \$5 to \$50 were given to all who secured their full quota. Several members stated that they found it a poor plan to give the amounts of business secured by salesmen at the bottom of the lists in such contests; that while it was well enough to give the relative standing of the men, if further details were given, the men at the bottom were likely to become discouraged.

HOW ADVERTISING "MOVIES" HAVE WORKED

Most of the experiences of members with short motion-picture films—50 feet and 100 feet—were in favor of the use of such publicity. One member had given up the use of films on account of inability to check use and circulation. Most of the members using such films had charged dealers several dollars for the use of the picture and the change of dealer's card and found that this charge apparently helped rather than hurt the use of the feature.

A resolution providing for the appointment of a Postal Affairs Committee was adopted, this committee to look into the legality of dubious methods of securing circulation.

A resolution providing for a research "as far as practicable" into the results that members are getting from various mediums, in order that those who are not able

to check mediums at all may have this information as a further guide, was passed.

Another resolution provided for immediate co-operation with the A. A. C. of W. in order that the proposed campaign of the advertising of advertising might deal with the consumer benefits of advertising rather than merely to eulogize it as a distributing force.

The speakers at the dinner Wednesday night at the Hotel Astor were Hon. Edward N. Hurley, of the Federal Trade Commission, Samuel Hopkins Adams, and N. C. Kingsbury, vice-president of the American Telephone & Telegraph Company. Harry Tipper was toastmaster.

The addresses of Mr. Hurley and Mr. Kingsbury are published in large part elsewhere in this issue.

Mr. Adams took as the subject of his talk honesty in advertising. He believed that the pulling power of advertising per dollar was not as great as it should be. The public, he thought, discounts advertising rather heavily. He scored publishers who, in accepting advertising, put up only one condition: namely, has the advertiser got the price?

The taint of the rotten things in the advertising columns spreads to the good advertising in the other columns. He believed advertisers should take some such action as that of a Western department store some months ago. This department store had gotten heartily tired of seeing its clean advertising alongside of the fakes in the local papers. The manager of the store summoned the publishers of the papers and spoke to them in this wise:

"We are getting weary of our associates in your papers—one of these days we are going to ask you to make a choice of either the fakes or of clean advertising like that we give you."

If such organizations as the A. N. A. should put the points up to publishers generally, Mr. Adams thought that they would drop the dirty advertising and cleave to the clean.

Mr. Adams recounted some of

his experiences in running the "Ad-Visor" column in the New York *Tribune*. He told how the self-constituted censors made themselves numerous in the offices of the *Tribune*. For instance, someone wrote in to the effect that the Glastonbury Knitting Company's advertising was not quite proper in that it urged "Safety first, last and all the time against chills," etc. The censor wrote the *Tribune*, asking if it could guarantee that any underwear would be proof against chills. Fine as the point was the matter was put up to the Glastonbury company and the entire campaign was changed.

There were 390 people at the dinner, more principals of businesses, it is stated, being present than ever before.

Edwin L. Shuey, of Lowe Bros. & Co., Dayton, Ohio, was elected president and G. B. Sharpe, of the De Laval Separator Company, vice-president. Harry Tipper, the retiring president, was elected as director to serve for three years, as were also Messrs. O. C. Harn, of the National Lead Company, E. A. Walton, of the Burroughs Adding Machine Company, and L. B. Jones, of the Eastman Kodak Company. Floyd Y. Keeler, of I. W. Lyon & Sons, was elected to serve for two years, and the following for one year each: Gridley Adams, of the Stewart-Warner Speedometer Corporation, W. W. Wheeler, of the Pompeian Mfg. Company, and N. H. Boynton, of the National Lamp Works.

Cheese Advertised—Said to Outrival Imported Kinds

"Liederkrantz" cheese is being advertised by the Monroe Cheese Company, of Monroe, N. Y. This product is claimed to outrival the famed cheese products of Europe. Anyone who sends the name and address of a grocer or delicatessen who does not carry it will receive a sample free.

Introducing a Trade Character

"Chalmers' Girl" is now used to make sales for Chalmers' Gelatine, made by James Chalmers' Sons, Williamsville, N. Y. A new Virginia receipt-book can be secured by mailing three pictures of the "Chalmers' Girl" cut from the front of the boxes.

Manual for Retailers Published by A. A. C. of W.

**Intensely Practical Advice on All
Phases of Retail Selling in Reference
Work by W. R. Hotchkiss
—Educating the Dealer to Make
Most of His Opportunities—
Manufacturer Also Benefits.**

IF there are still in existence any advertisers who sigh for the good old days of anti-substitution campaigns, when the theory of "forcing the dealer" was in its prime, they can easily satisfy themselves that those good old days are gone forever by a perusal of the latest publication of the Associated Advertising Clubs of the World—"The Manual of Successful Storekeeping," by W. R. Hotchkiss, formerly advertising director for John Wanamaker and Gimbel Brothers, and now a director of the Cheltenham Advertising Agency. The book bears witness to the fact not only that those good old days are gone, but that they are never coming back. The placing of such material within the reach of retail dealers throughout the country points inexorably to the fact that the future course of manufacturers must lie more and more through co-operation rather than coercion.

It is easy to present a book with a high-sounding title, but it is a different matter to live up to the description. It is particularly easy to call a book a "manual" which is only a collection of personal opinions and conclusions based upon incomplete data. A manual implies the inclusion of specific and practical information which is not so utterly commonplace as to be valueless, or so tinged with personal opinion as to be unreliable. Mr. Hotchkiss's book is properly named, because it consists of definite and adaptable information, written without the embroidery of theories or opinions and out of practical experience. As the author says in his introduction: "I do not purpose confining what I write to things which I have thought up out of my own cosmos.

The real value of the book comes from the fact that I present most largely the things I have learned from hundreds of other bright minds in the years of an unusually broad experience." This is exactly the platform upon which PRINTERS' INK has been built, and the book should be particularly acceptable to its clientele for that reason.

Primarily, of course, the book is a book for the retailer, and represents the recognition by the Associated Clubs of the specific needs of their wide membership among retailers. It deals specifically with such subjects as the selection and training of retail salespeople, the solution of internal store problems, the display of merchandise, the handling of special events, such as the fall opening, the holiday trade and the management of special sales on specific lines—blankets, blouses, etc. Such technical matters as inventories, mark-ups and delivery dates are discussed with brevity, but with extraordinary directness. There are chapters on getting the most out of manufacturers, the handling of advertised, trade-marked lines, getting new customers, handling charge accounts, reaching the "newlyweds," guarding against running short of staple goods, etc., etc. Advertising has a large place in the book, but it is not segregated in a chapter by itself. It is referred to again and again in connection with nearly every topic which is brought up, and in suggestions which are always direct and concrete. There is never any doubt as to what Mr. Hotchkiss means, and, by reference to the copious index, the retailer can get practical suggestions which have been successfully put into practice upon almost any subject from the fall opening to a bonus system for salespeople.

In putting out the book, however, the Associated Clubs have had a wider purpose than merely to furnish the retail dealer with a useful book of reference. Part of that purpose is to help strengthen the retail link in the merchandising chain by making the dealer a better business man. A further object is to give to manufacturers

a better understanding of the problems the retailer has to meet, and to afford him the means of helping his dealers to meet them. Though none of the text is directly addressed to manufacturers, it might well be. Many manufacturers have already undertaken the work of educating their dealers, and here is a tool ready to their hand. The salesman in the field will find answers here to many of the troublesome questions his customers ask him. Dozens of ideas for practical dealer-helps might be extracted from these pages, with the assurance that they will meet the dealers' needs.

Most important of all, perhaps, the book teaches the dealer to stand on his own feet, to rely upon his own initiative, and to think for himself. It gives him a definite place in the merchandising scheme, and teaches him to recognize its importance. The dealer who follows Mr. Hotchkiss's suggestions is in no danger of becoming a slot-machine, and is almost certain to become a better customer for every manufacturer who is looking forward instead of backward. As stated above, however, the manufacturer who still believes that the dealer can be forced will get little comfort from these pages.

As usual, the book is published for the clubs by Doubleday, Page & Company, and the proceeds from its sale go into the treasury of the A. A. C. of W. The binding is stout pigskin and buckram, and the whole make-up is designed for constant use as a reference work.

Appointments by "Woman's World"

Pierson A. Skelton has been transferred from the New York to the Chicago office of *Woman's World*, and appointed Western advertising manager.

Charles W. Corbett, for nine years advertising manager of the *Housewife*, has been appointed to the Western advertising staff of *Woman's World*.

Ellwood T. Naylor, formerly in charge of the art department of the McGuckin Agency, has joined the Woodward & Tiernan Printing Company of St. Louis.

Elgin Watch to Make Speedometer

The Elgin National Watch Company, of Elgin, Ill., has purchased the Van Sicklen speedometer patents and created a department for the manufacture of these automobile accessories.

"We have entered into an agreement with the Van Sicklen Company, also of Elgin," said C. H. Hulburd, president of the Elgin National Watch Company, "whereby we will make speedometers for that company, which will constitute a selling organization for the distribution of them. We have more demand at present for the speedometers than we can supply, but we intend to enlarge our manufacturing facilities very soon."

Posters to Advertise War Loan in Russia

Posters were used to announce the new \$500,000,000 war loan to the masses of the Russian populace recently, according to a Petrograd dispatch to the London *Daily Mail*. This was the first time that a public appeal had been made to float a war loan, earlier issues having been absorbed by the banks and the wealthier classes. The poster campaign was planned to reach the classes who do not read the newspapers. A feature of the campaign was that even the posters had to be read aloud to the curious who gathered to look.

W. B. Hankins Leaves Toledo Cooker Company

W. Barret Hankins, who for the past five years has been advertising manager of the Toledo Cooker Company, manufacturer of "Ideal" cooking specialties, Toledo, Ohio, has resigned, to devote his time to trade-paper editorial work and as counsellor to advertisers. He has had an experience covering over 17 years as merchandising specialist and has handled the sales and advertising of many nationally known propositions.

Mr. Hankins will be succeeded at the Toledo Cooker Company by Jason B. Swartzbaugh.

L. G. Reynolds, Jr., with Stewart-Warner Co.

L. G. Reynolds, Jr., for four years a member of the advertising force of the National Cash Register Company, at Dayton, O., resigned recently to become connected with the advertising department of the Stewart-Warner Speedometer Company, of Chicago, taking up his duties at once.

John Fields Managing Editor of "Oklahoma Farmer"

John Fields, publisher of the *Oklahoma Farm Journal*, which has been consolidated with the *Oklahoma Farmer*, will remain with the latter paper as managing editor.

WOODWARD



Reflections

gained through striking impressions of forceful ideas and original illustrations are essential to the success of any campaign.

We have demonstrated an apt ability to create such recurrent reflections to the advantage of our many clients.

This same ability will prove valuable toward the betterment of your business.

With Copy, Plan, Merchandising and Mechanical Departments fully qualified to serve you well, we stand ready to handle your Advertising in its entirety.

You incur no obligations by asking for facts and figures.

The Advertising Agency of
Woodward & Tiernan Printing Co.
Saint Louis, U. S. A.

WOODWARD



IN advertising, even more than other kinds of business, an alert up-to-the-minute progressiveness and readiness to inaugurate worth-while innovations are among the essentials of success.

We have inaugurated some of these innovations ourselves, and have told you about them in "Printers' Ink."

But we also want to emphasize the fact that we are no less strong in the standard departments of this business. We are exceptionally well equipped in agency fundamentals.

Our Copy and Art Departments

are under the close personal supervision of the President of this Agency who has been Art Director of a leading national magazine, member of the Editorial Staff of a great Metropolitan newspaper, and is recognized as an expert in questions of art, typography and copy.

It will pay you to have your copy and art plans executed under his direction.

W. F. Payson
John Curtiss
John W. Eagleson
Charles H. Dunster
McHarg Davenport

E. R. Marvin
Charles de Rham, Jr.
Harry M. Graves
Kenneth MacIntyre
C. F. Frothingham, Jr.

ATLAS

ADVERTISING AGENCY

Incorporated

450 Fourth Avenue, New York

Telephone 7206 Madison Square

Letters to the Dealer's List That Cashed In

Don't Be Stingy About Advertising the Merchant's Other Lines and Store Service

By Cameron McPherson

AT the conclusion of a talk before the Chicago convention last summer, a delegate who had evidently come to the session well primed with questions, wanted to know if I thought it was more beneficial for a manufacturer to use the dealer's letterheads in sending out letters to lists of dealer's customers, or to use his own stationery. The subject seemed to touch a live nerve, for instantly a half dozen delegates were on their feet, each endeavoring to prove that one way was better than the other, according to the personal experience of each.

Now, if the experience of the most successful advertisers can be taken as a criterion, there is a middle course, which is much preferable to either—using a special letterhead that advertises the product. Here we have a point of mutual interest. It overcomes the lack of advertising value, from the manufacturer's point of view, in using dealers' stationery; it overcomes the damper that is put on a merchant's enthusiasm for a letter campaign that is to go out to his list on the stationery of a manufacturer. It gives the letter the benefit of a dealer's local prestige, without sacrificing too much advertising value.

I know of one good-sized advertiser who has just concluded a very successful co-operative campaign, and who lays its success largely at the door of using special product-selling letterheads, with the right kind of copy in the letter. This firm—Pickands, Brown & Company, of Chicago, is exclusive selling agent for Solvay Coke. Largely through good sales letters they are able to dispose of some 5,000 tons of this product a day. J. A. Galligan is

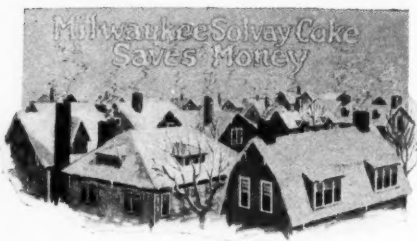
the man who has charge of this end of the business, and the other day he told me a few interesting things about his experience in getting up letter campaigns for his dealers, which I am going to pass along for what they may be worth.

"In addition to getting up these letterheads—which as you will note are printed by the rubber offset process"—Mr. Galligan said, "we have tried to enthuse our dealers by giving them just the kind of letters that they would write, if they were getting the letters up and paying for sending them out themselves. For example, you will notice that our copy dwells upon the complete line of fuel that a dealer may handle, Solvay Coke being mentioned only incidentally, yet we pay most of the expense of getting out these letters! All the dealer pays is the postage. We find that this policy of trying to write a letter that will do the dealer's whole business good, is fully as beneficial to us as the letter of old which used to talk Solvay Coke from salutation to signature. And our new series of illustrated letters has the added advantage of making the dealer glad to send them out, instead of doing so in a half-hearted way."

What Mr. Galligan has found out in this respect is quite true, for I know of another company in Chicago, the Chicago Pneumatic Tool Company, which, when starting out to market its Little Giant truck, had an unfortunate experience in circularizing dealers' lists with letters that were too much Little Giant. One of the officials of the company told me only recently that the campaign had not succeeded as had been expected, largely on account of lack of dealer enthusiasm. Had

these letters been written as the local dealer would have written them, and sent out over his signature, and had it been possible to induce the dealer to pay at least the postage costs, it is quite likely the liveliest sort of mailing could have been secured, and the campaign would have done all that was expected of it and more. The letterhead would have fitted into such a plan nicely; a few

me a letter sent out by this company on behalf of its Maxine Elliott Toilet Soap. The letterhead carries a half-tone picture of the actress after whom the soap was named, with the name of the dealer imprinted in small type. Another Swift letter taken from my collection is printed on Italian hand-made paper, and bears the imprint of the dealer. It is a letterhead that would make any grocer or butcher swell with pride. Evidently it was mailed to a list of dealers' customers in special territories where newspaper campaigns were in progress, to clinch the newspaper advertising and tie it up securely to the dealers who carried the lard in stock.



The Story the Chimneys Tell

WE RECOMMEND
Milwaukee Solvay Coke
The Fuel, Unsurpassed in Quality

WILLIAM GORDER COMPANY

Dealers in
COAL, COKE, WOOD, SEWER PIPE
AND BUILDING MATERIAL

315 North Dearborn Street, Chicago, Ill. 1000 Main Street, Milwaukee, Wis.

PHONE 281

October 22, 1918.

James B. Stickney
Watertown, Wis.

Dear Sir:

The words "Quality and Service" come pretty close to describing our aim in serving you, and that means to make it profitable to you to deal with us; pleasant for you; safe for you in all that relates to quality, in security of satisfaction, in the knowledge that your money is ready on demand if the fuel is not as represented. We are governed by the highest ideals of commercial service.

Our letterhead this month tells a complete story, "Milwaukee Solvay Coke Saves Money" -- not only saves money, but gives more fuel satisfaction than you have ever enjoyed.

"Scranton," that's our hard coal and there is no cleaner burning anthracite than this. Our Indian Hill Pocahontas Smokeless is a leader of its kind and Purity Soft Coal is the genuine article, for we buy only the best, irrespective of price.

The best argument for any fuel is to say it has proved its worth through service and this is true of our complete line of domestic fuels.

Yours very truly,

WILLIAM GORDER COMPANY.

SPECIAL LETTERHEAD FOR DEALERS, PUT OUT BY COKE
MANUFACTURER

changes in the copy would have turned the trick. An advertiser should not forget that no matter how influential he may think himself to be nationally, the merchant, as a rule, is usually a little bigger locally.

A good example of a big advertiser who isn't too short-sighted to discount the dealer's personal point of contact with the customer, is Swift & Company, the Chicago packers. I have before

**NO FIREWORKS IN
SWIFT LETTERS**

In order that other readers who are interested in this plan of double-ripping the results from a local newspaper campaign may see just how an experienced advertiser like Swift & Company goes about framing a sales letter for a dealer's list, I will reproduce this letter. When it is remembered that this company has over 150,000 dealers who furnish lists ranging from 100 to 2,000 names, some idea of the cost of such a plan to the advertiser is obtained. To properly distribute such an expenditure, this advertising is done by zones. One zone is made to pay before the work is taken up in the next. The letter follows:

ATLANTA PURE FOOD CO.
Fancy Groceries
Atlanta, Ga.

DEAR MADAM:—

You have probably seen the advertisements of Swift's Silver-Leaf Lard in *The Georgian*, *The Constitution* and *The Journal*.

If advertisers were to select advertising mediums (*entirely*) for their editorial worth—their human interest—the February SCRIBNER would carry the message of every high-grade product—be it \$5,000 automobiles or pins.

*Some of the February
Contributors will be*

Edward H. Sothern

Theodore Roosevelt

Brand Whitlock

Lawrence Perry

John Fox, Jr.

Col. Edwin A. Stevens

Jesse Lynch Williams

Alexander Dana Noyes

Over 100 Prominent Advertising Agencies

are keeping their clients' names and products before the big buyers through the

Automobile Industry's Foremost Publications

Chilton Journals are members of the Audit Bureau of Circulations



Blanket the Industry

The Chilton Journals lead in their field on every point by which leadership is determined.

Largest quality circulation

Largest amount of advertising

Largest number of advertisers. Largest volume of inquiries and sales

THE CHILTON AUTOMOBILE TRADE SERVICE properly applied and intelligently used is a positive factor in the economical marketing of any meritorious automobile product.

\$2500.00

buys a full-page campaign in the three Chilton Publications for a year, and includes the free use of the Chilton list of dealers, garage and supplymen. Such a campaign will put the advertiser's business announcement before practically all the quantity buyers in the trade—economically, effectively and productively.

Now is the time for increased effort—it is the time when the automobile, its parts and accessories assume a greater importance than at any other period during the year. It's the time when the strongest talk in behalf of your client's product should be before the dealers.

It's show time

Investigating time

Buying time

Advertising time

Rate cards, A. B. C. Auditors' circulation reports, and Booklet of letters from successful advertisers are ready to be sent you on request.

CHILTON COMPANY, Market and 49th Streets, Philadelphia, Pa.

The recipes given in these advertisements were prepared by a lady well known to you by reputation as a wonderfully successful cook.

You would enjoy some of the things that these advertisements tell how to make. Watch the papers and when you see a recipe for something you like, try it.

Be sure to use Swift's Silver-Leaf Lard in trying these recipes, for the measurements are all made with Swift's Silver-Leaf Lard as the shortening. Another Lard or a Compound is sure to be of different consistency and quality. To insure success use Swift's Silver-Leaf Lard.

We have a fresh stock of Swift's Silver-Leaf Lard, and will be glad to fill your order for a pail whenever you want it.

Yours respectfully,
ATLANTA PURE FOOD CO.

It will be noticed in this letter, that while the Swift flavor is pretty strong all the way through, it is nevertheless to all outward appearances a letter from the dealer, so that it carries with it his endorsement. But this same endorsement would go with a letter which went out on a letterhead advertising the product as well, and comparing the cost of the paper upon which these letters were written, it would have been possible for that company to get up a very attractive offset letterhead for this special purpose.

A LETTERHEAD FOR EVERY NUMBER

A few months ago during a clothing convention in Chicago I was talking with Charles E. Percy, of the Joseph & Feiss Company, Cleveland, maker of Clothcraft clothing for men. He brought up this very point. "We have had a large edition of offset letterheads run off, for the use of our dealers," said Mr. Percy. "There is a special letterhead for most all of our numbers so that a dealer can send out letters on letterheads advertising the garments he has in stock, and which will especially appeal to the prospect he is writing. While this may seem like going to a large expense, as a matter of fact it was very inexpensive, for we were able to use the same drawings as we used in getting out our style cards."

Here is a thought—a letterhead for each product you advertise, instead of trying to crowd the

whole line on one sheet. If the design has been given wide publicity in the magazines, quite a little prestige can be given it by referring to that fact in a line of six-point below the cut. Hart, Schaffner & Marx did that with a dealer letter, reproducing their poster design which appeared in the magazines.

ALL THIS LETTER NEEDED WAS A FOLLOW-UP

But it will be noticed that this Hart, Schaffner & Marx letter which was reproduced in PRINTERS' INK in the issue of November 11th, as well as most of the letters being used by Joseph & Feiss Company, are written in accord with the point made by Mr. Galligan, of Solvay Coke experience, that the manufacturer's interest should be subjected to the dealer's. To make that clear let us compare a Clothcraft letter with one that was written by a local tailor in Chicago, and which, I am told, was quite successful. I have selected this particular letter because it is woven around a plan that a manufacturer could use in letters to dealers' lists, and is a mighty good letter as well. Here it is:

DEAR SIR:—

Take a look at the inclosed list of names. Tell me now, as you recall them—don't these men look mighty well groomed?

Well, we make their clothes, because they are men who want the best that's going in clothes.

Every member of our club should do his share to show the visiting world this month that Chicago knows what good clothes are, that Chicago advertising men know how to wear them.

Just a few reasons why you should let us make a suit for you.

We have the best cutters in Chicago. We clothe some of the best dressers in the country.

We have the choicest line of woolsens, while our workmen lead the tailoring world for excellence and skill.

Let us add your name to the inclosed list.

Very truly yours,
SCHEYER, HOGLUND CO.
SIG SCHEYER.

Attached to this letter was a list of members of the Advertising Association of Chicago. It was sent out just before the convention, and speaking from the viewpoint of a recipient, it almost

made a buying impression on me—the only reason it didn't was because it was not followed up. Still keeping in mind this tailor's letter—especially its personal tone—let us compare it with one of the Joseph & Feiss letters mentioned by Mr. Percy:

THE CLOTHCRAFT STORE
DICKASON & ODIORNE
Barry, Illinois

DEAR SIR:—

Wouldn't you prefer trading at a Men's Wear Store where service offers many distinct advantages over the average retail store, if you knew that you would gain by doing so?

"Satisfied with my present place of shopping," you say?

Very well, but are you sure that you have reached the limit of satisfaction and that no one else can move this limit up a notch or two?

We want you to consider our store when thinking about your new Fall togs, to the extent of giving us a trial. We are not afraid of contradiction when we say that if you haven't traded with us you have not reached the limit of shopping satisfaction.

Why not come in now and get acquainted? We invite you to make yourself "right at home."

Very truly yours,
DICKASON & ODIORNE.

Both of them are so much alike in general appeal as to be easily interchangeable. And that is a safe test for any letter to be sent out to dealers' lists; is it the kind of a letter the dealer himself would write?

At first glance this seems very elementary for a PRINTERS' INK reader, and it is a point which has been advocated for the last several years in these columns, but like a good many other advertising truths, it can only be forced home by continual reiteration. Anyone who gets letters from dealers will bear me out when I state that very, very few of them are written so as to leave any desire to go to the dealer's store and buy the product advertised. Still fewer carry with them the dealer's endorsement. Most of them are weak, rambling and overflow with generalities. More thought can well be put into the copy and the dress of letters going out to a dealer's customers. The dealer is no more anxious to have cheap-looking letters go out over his signature than any other business concern.

Selling Public Service

The following is part of one of the Chicago *Herald's* "business editorials," written by H. E. Lesan:

It was not so many years ago that the promotion of railroad business consisted almost entirely of formal announcements of the arrival and departure of trains, occasionally featuring special excursions and cut-rate opportunities. Then a few scenic attractions were thrown in occasionally to lighten the lump, but without material improvement.

The thought came that railroad service could be merchandised exactly like any other sort of service if it were approached in the right manner, and a plan submitted to some of the leading railroads, embodying ideas for copy designed to really sell passenger service direct to the traveler, and also to stimulate travel, was approved and the experiment began.

Their trains were named, their advantages and attractions were pointed out with selling enthusiasm, and the equipment of the roads, their protection to passengers, the safety, reliability and speed of their trains were all discussed. The lines and trains were given a trade-mark value, and by reason of such presentation they now enjoy a popularity which almost exceeds their carrying power.

We simply merchandised train service. But the opportunity opened for even a greater merchandising feat than this, and we found that the railroad itself and its important interests could be merchandised to the public by the same methods. We discussed its importance to the community, its wealth-creating power, the interlocked interests of shippers, consumer and transportation line, the mutual dependence of each upon the others, the economic importance to each of the prosperity of the others, how the money of the railroad was spent and the public interest served.

Through display advertisements, circulars, new stories, etc., the ideals and standards of a great railroad system operated "for the public service" were conveyed to the public, and the impression was left that here was a great public institution operated to serve in a human and helpful way the communities and interests which it touched.

So we found that not only could train service be merchandised but the interests of a railroad itself could be conveyed in like manner to those it served through sound publicity.

Chicago Brewery Introduces Non-intoxicant

Following the closing of liquor saloons on Sunday in Chicago, the McAvoy Brewing Company, Chicago, introduced "Alpha," a non-intoxicating beverage, by giving away 100,000 bottles, in exchange for coupons printed in the newspapers. Double pages were used to feature the free offer and to list the names of several thousand cafés where the new beverage could be sampled. The brewery redeemed the coupons, when accompanied by an empty bottle, for the full retail price of ten cents.

"Backing-Up Your Salesman"

*Our Booklet with that title tells
why you should and how you may*

If your richest maiden aunt dropped in to visit you without properly announcing her coming, wouldn't you be slightly annoyed?

How then can you expect your salesmen, who are not bound to your customers by ties of blood or legacies, to get other than unenthusiastic receptions?

Our booklet "How to Back Up Your Salesman" (which is entirely free) tells how you can support your salesmen with letters just as an infantry attack can be supported by a battery of heavy howitzers.

This is not just a booklet about Old Hampshire Bond Stationery. It's a serious, helpful talk on "Backing-Up Salesman," and if you have salesmen you ought to have this book.

HAMPSHIRE PAPER CO.
SOUTH HADLEY FALLS, MASS.

*The Only Paper Makers in the World
Making Bond Paper Exclusively*

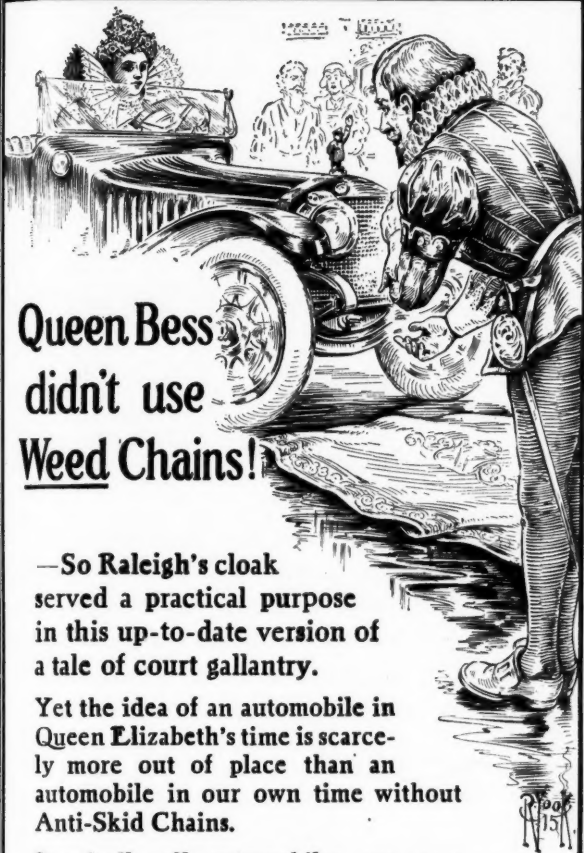


The \$50 Prize

offered for the best suggestion for an illustration that emphasizes the inconsistency of picturing an automobile without Anti - Skid Chains in scenes of snow, mud or wet pavements was won by

**L. E. FIRTH of
South Orange, N. J.**

On the opposite page is shown the illustration suggested by Mr. Firth.



Queen Bess didn't use Weed Chains!

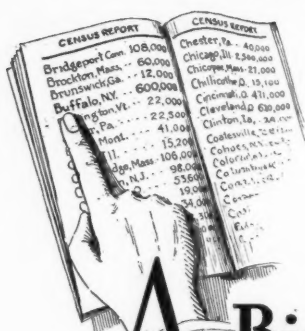
—So Raleigh's cloak served a practical purpose in this up-to-date version of a tale of court gallantry.

Yet the idea of an automobile in Queen Elizabeth's time is scarcely more out of place than an automobile in our own time without Anti-Skid Chains.

Practically all automobiles are now equipped with Anti-Skid Chains and for the sake of realism you should always picture chains on the tires in scenes of snow, mud or wet pavements.

Write us for illustrations of
CHAIN EQUIPPED TIRES

Weed Chain Tire Grip Company
Bridgeport, Conn.



As Big as Buffalo

If you had a special introduction—in fact, a recommendation to the buying power in every home of the city of Buffalo, you would consider it a field worth going after strong. Yet the supplies needed for Y. M. C. A. home-buildings would maintain the homes of such a city.

Your introduction to this big field lies in the advertising pages of "Association Men," for Y.M.C.A. purchasing agents use these pages as their buying directory. They spend over \$14,000,000 yearly in maintaining these homes for thousands of young men. A new building is opened every five days. 13,131,766 meals were served in Y.M.C.A. restaurants last year. Tons of household necessities are purchased. Isn't such a world of activity worth going after? A growth of 400 pages of advertising in five years proves that other manufacturers think so. They find that it pays to advertise in

ASSOCIATION MEN

F. A. WILSON-LAWRENSON, Business Manager
124 E. 28th St. New York

HARLEY L. WARD, Western Representative, 19 So. La Salle St., Chicago, Ill.

The Government's Plan to Help Non-paying Industries Succeed

What the Federal Trade Commission Expects to Accomplish

By Edward N. Hurley

Vice-chairman of the Federal Trade Commission

THE work of the advertising man is tied up closely with that of industry in general. Prosperous factories and busy stores mean advertising; the problems that affect merchants and manufacturers relate directly to prosperity in the field of advertising. Naturally business men are interested in the conditions that make business prosperous, and the relation of government to business.

The Federal Trade Commission is desirous of being helpful to business to the extent of the powers granted by Congress. In the different problems that are being submitted to us we find the business men anxious to present the facts, with the hope that they can be shown the right road to take to expand and develop their industries within the law.

One of the ways in which the Federal Trade Commission may help business is to gather, collect and make known the essential data regarding business. A friendly survey of the field of industry, with attention to industries in which conditions are not right, will be of great value. Just the simple statistics regarding business, never previously collected, are of immense importance, and when compiled and distributed to business men will be a most useful guide for their future action. The Trade Commission has under way at the present moment, the preparation of figures showing the size of our various business units. While this work is not yet completed, some significant items are beginning to appear.

Leaving out of consideration the banking, railroad and public utilities corporations, and referring only to those that have to do with trade and industry, we find

that there are about 250,000 business corporations in the country. The astonishing thing is that of those, over 100,000 have no net income whatever. In addition 90,000 make less than \$5,000 a year while only the 60,000 remaining, the more successful ones, make \$5,000 a year and over.

Turning now from net income to the total volume of business done by these 60,000 corporations we find that 20,000 have sales of less than \$100,000; 20,000 more sell from \$100,000 to \$250,000; 10,000 additional from \$250,000 to \$500,000; 5,000 corporations ship annually half a million to a million dollars' worth of goods; 4,500 have total sales from a million to five million dollars; while only 462 industrial and mercantile corporations in the United States do an annual business of \$5,000,000 or more.

These striking figures exhibit a condition which has existed for many years. They show conclusively that big business, while important, constitutes but a small fraction of the trade and industry of the United States. They make clear that there is an unduly large proportion of unsuccessful business concerns. Do they not need help? Why have we not paid more attention to small and middle-sized business? Is it not worthy of our consideration? What measures are we to take to improve these conditions?

WAYS OF FOSTERING THE LITTLE INDUSTRIES

Whole industries, in many instances, are suffering from a general lack of intelligent knowledge of cost.

How can the Federal Trade Commission help to cure those conditions?

The Commission has no power and no desire to use compulsory

Portion of address before the Association of National Advertisers in New York, December 1, 1915.

methods. But it does hope to reach the desired end by endorsing standard systems of bookkeeping and cost accounting, and to assist in devising standard systems, either at the request of individual merchants and manufacturers or through the association that represents the industry. The Commission expects to have for this work an adequate force of experienced accountants and cost experts and the services, in an advisory capacity, of public accountants of national reputation.

There should be a greater degree of organization and of mutual helpfulness in all lines of trade and industry, so that American business may be welded into a commercial and industrial whole; the part of the government being to co-operate with business men, on request, to bring about the results that will benefit business and hence promote our national welfare.

One of the most effective forms of organization is the trade association. The association has a wide field of useful and proper activities. Concerns in the same industry may take common action looking toward improving their processes of manufacture, standardizing their product, improving their system of ascertaining costs, obtaining credit information and encouraging the development of trade journals. The welfare of employees is one of the important matters which can be best developed by co-operating in associations. The present tendency of the larger firms to think of the smaller man in the proper spirit and to assist him in arriving at some practical method of ascertaining his costs and meeting his many other problems—in short, to live and let live—is to be particularly commended.

So to-day the associations of manufacturers, associations of jobbers, associations of merchants, associations of advertisers, are doing good work, and if conducted in a spirit of mutual helpfulness, with the machinery of the Government standing by subject to call, will help solve problems

and remove many of the present handicaps of business.

Another respect in which business may help itself is in the field of foreign trade.

Heretofore the American business man, whether manufacturer or otherwise, has been prone to show an interest in foreign trade only during dull periods. Now that business has improved and factories are running full time in this country, I am afraid there is a growing feeling of indifference toward opportunities ahead. The theory has been advanced that it will require years for the countries now at war to resume their normal rate of production, and that the business is bound to come to us anyhow. This is a serious mistake. It was only a few months after the Franco-Prussian war when France was producing almost as much as before. She did not recover her normal purchasing power for twelve years, but this was due to the heavy indemnity Germany laid upon her.

The American manufacturer should realize that not a smoke-stack has been destroyed during this war in England, Germany, or Italy, and only a few in a small part of France.

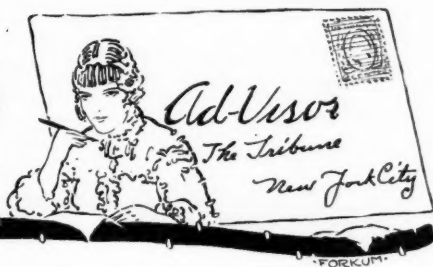
INDUSTRY STABILIZED BY AN EXPORT AND IMPORT BUSINESS

Unless we take advantage of the great opportunity we now have we will find that 90 days after the war is over Germany, France and England, and other European nations will be on the way to a position in the markets of the world even stronger than they occupied before.

True business preparedness demands that every American manufacturer who makes a product that can be sold abroad should aim to sell from 10 to 20 per cent of his output to foreign consumers. A market which includes both foreign and domestic business stabilizes industry and insures the manufacturer, his employees, and the country against the worst effects of financial and commercial depressions.

Business men are not lawyers, and naturally, their thoughts run-

\$2. for every
letter printed
\$50. for the
biggest idea.



Two-sided Criticism

PUT an idea in the public mind—and watch it grow! A year ago the New York Tribune started blasting crooked advertising, with Samuel Hopkins Adams touching off the dynamite.

Since then letters and comments of Constructive Criticism have been running each week, emphasizing those of the Destructive variety. They make a great team. Alone they may be either insipid or vicious. Together they build things—quick responsiveness to newspaper advertising for instance.

The type of criticism now coming to The Ad-Visor Department is so high that a prize contest has been started to bring out the most constructive and destructive criticism of which the public is capable. The results are amazing. Are you following them in the columns of The New York Tribune?

The New York Tribune

First to Last: The Truth
News—Editorials—Advertisements

Every Advertiser in This Country
Should "Cash In" on the Marvelous
Growth and Prosperity of

BRIDGEPORT, CONN.

(THE ESSEN OF AMERICA)

Payrolls big; money circulating freely; ADVERTISING BRINGING REAL RESULTS—HERE! Be sure your goods are on sale in Bridgeport, the best advertised city in the United States and the prosperity center of America.

Expansion of industries, growth and increase in every kind of business in Bridgeport unparalleled in history.

The 1910 census credited Bridgeport with 110,000 population; conservative estimate shows 50% increase right now with every train bringing more.

Large industries are operating 24 hours a day continuously, over 15,000 skilled mechanics working night shifts.

The theatres stay open mornings to accommodate night workers and are obliged to turn people away at all other regular performances.

Place your product before this prosperous community by advertising in the

BRIDGEPORT POST AND TELEGRAM 30,000 Circulation Daily

The Biggest Newspaper Circulation in Connecticut

THE POST PUBLISHING COMPANY
BRIDGEPORT, CONN.

JULIUS MATHEWS, Representative, 1 Beacon St., Boston

ning in other channels, they evolve some strange ideas as to the construction of certain laws. I was recently astonished to learn that the belief exists among many of them that *non-competing* firms cannot co-operate and form selling agencies to develop foreign business. This idea is unfortunate, and I fear that it has resulted in actually restraining the development of our commerce abroad. And I might mention, by the way, that such commerce can now be more easily developed, since for the first time in our history we have begun to establish our own banks abroad, thus removing many of the difficulties surrounding foreign exchange and credit information. With American branch banks established in South America and projected in the far East, there is no reason why our business expansion should halt.

Perhaps you may think that I am over earnest in this advocacy of organization, higher efficiency in business methods and modern practices, the adoption of European ideals of thoroughness, the standardizing of accounting, but my earnestness proceeds from an understanding of the conditions which confront American business. The Great War has brought to us great opportunities, and equally great dangers. The thought that we must keep in mind is "After the war, what?" Shall we grow and expand while the growing is good, or calmly wait the time when peace in Europe will be followed immediately by fierce competition not only in foreign markets but in our domestic market as well?

Have we an inventory of our business resources? Are they being developed to the best advantage? Are our associations doing all they can? Are our methods and processes standardized? Are our *industries mobilized*?

Industrial preparedness must be the watchword. Let us have better organization and greater efficiency at home; let us push our trade abroad; let us develop our industry so strongly that no foreign competition can dislodge it.

Results of Raisin Association's Campaign

James Madison, manager of the California Associated Raisin Growers, made a strong plea for co-operative advertising at the recent annual meeting of the California State Fruit Growers' Association.

"If you can increase the consumption of your fruits," said Mr. Madison, "you have practically solved the biggest part of the problem of making the farmer prosperous. If the consumptive demand is greater than the supply, prices will automatically be raised.

"Take, for example, the Associated Raisin Company. We are expending about \$150,000 a year in advertising and salesmanship, and we are beginning to see results. When we started our campaign of advertising we thought there was a possibility of our getting the bakers throughout the United States to use raisins in bread and other ways, and found that by sending a man into most any little town, who talked to the bakers about it, that you could get them to buy one, two or three boxes of raisins, according to the size of the bakery.

"All of you here in the San Joaquin Valley are quite familiar with the over-production of raisins we were supposed to have. In the spring of 1913, when our association was formed, there were 36,000 tons of raisins in the State. It was not an over-production. It was under-consumption that was the trouble.

"Formerly the bakers would buy but a few pounds at a time, whereas now they buy in very much larger quantities, as we are now packing the bulk seeded in 25-pound boxes, and where they formerly bought a pound or two, they now buy by the box. During the year 1914 we sold 62,573 25-pound boxes of bulk seeded raisins. We have this year, up to the first day of November, sold 350,806 boxes; or, during the ten months of the year 1914 we sold 53,000 boxes, as against 350,806 boxes in ten months this year.

"About the first of July we had about 30,000 tons of raisins in our warehouses, and with the biggest crop coming on that the State had ever produced. How would you have marketed them? Every grower would have fallen all over himself trying to sell his old crop, and his new crop would have brought him nothing, and he knows it. But the situation is this: we will have no more raisins on hand January 1, 1916, than we did on January 1 of this year.

"I went East a few months ago and called the wholesalers together in several of the larger cities, and asked them what they thought about our prices, and they invariably said this: 'We do not care what your prices are, as long as you maintain them.' That tells the tale. The wholesale men are in business for profit. They do not care for one-half cent or one-quarter cent, as long as they can make their profit, and as long as the retailer is interested in selling these goods."

W. R. Emory has resigned as Western advertising manager of the *Woman's World*, to take effect January 1.

Mail-order Business Built on Chain Foundation

(Continued from page 6)

partment; and all for the sake of getting just exactly what she should want at the lowest possible price.

"Later we carried the principle of dividing and specializing the work still further and provided our merchandise people with assistants, to take the less important work off their hands and leave them free to give their whole energy to the vital things. These assistants are former successful sales women who had shown an appreciation of style and workmanship. Their business now is to look at new goods all the time and weed out the impossible ones, thus saving the buyer's time. They see everybody who comes. We want to see everything offered anywhere. But nothing is taken unless the merchandise man and his assistant or assistants agree. Sometimes there are four or five assistants, but it is the same; they must agree that a garment or article is all right before it is bought.

HEAD BUYER FINAL JUDGE

"Even then there is only a recommendation. It goes up to the head merchandise man and he looks over the garment for fabric values; he knows to a cent the cost of materials; and there has to be *intrinsic value* in it before he gives it the final stamp of his approval. The style life of a garment in the retail division is 30 days. We don't want a merchandise man to buy anything he is not reasonably certain can be sold within 30 days.

"We have made a still further specialization in the waist-buying department for the stores. Instead of having one buyer or merchandise person buy all the waists, we are now having two do so, one buying all the waists to retail at below \$5 and the other buying all those to retail above \$5. The result has been to put both buyers on their toes to get the

biggest value into their waists. If one offers a waist at \$5.98, the other is not satisfied until she has copied it at \$5. That means that we have the keenest competition right in our stores. It's all harmonious, of course, but it's competition just the same, and the public profits by it. The store does, too, and ultimately each of the buyers. It is forcing them to have a thorough knowledge of materials and prices, even more than if the only competition had been with the outside store. I think that this is the next step with the other departments. We shall watch it a while and see.

BARGAIN BUYS ON REORDERS

"All new goods are bought in the way described. Orders for staples or fast sellers are sent by store managers and the mail-order manager direct to the head merchandise man instead of going through the department buyers. All of these reorders are scrutinized by the head merchandise man. The order is not filled automatically because he may have ordered something else in the meantime to take the place of the garments ordered by the store or mail-order manager. Or he may think it can be still further brightened up as to style. But at least he wants to see if he cannot get a better price on the reorder. We may have paid \$9 for a garment in the first place and there is a chance of getting it later in odd quantities for \$8.

"Getting these reorders 'right' has been reduced to a system. The head merchandise man has six assistants, whom we call 'run-arounds.' These men are calling all day on the clothing manufacturers in town, going up and down stairs, up and down, looking over stocks. Each of them has a list of the recorders that we want and of the materials that go into them. 'What are you doing with that serge there?' one will ask, or 'How many coats can you make out of that broadcloth?' In this way they get half a dozen garments here, and a dozen there and two dozen somewhere else, all at prices the manufacturers are will-

THIS book tells how to get the business training you must have to succeed.

Your Copy is FREE

The Alexander Hamilton Institute was founded, and is conducted, by big men — men who are in the front rank of business leadership today. It gives a sound business training to those who aspire to reach executive positions. 30,000 men have already secured from it a broad, clear, useful understanding of the fundamental principles of business — of Organization, Management, Sales, Advertising, Banking, Finance and Commercial Law.

These men constitute the New Leadership. To succeed, you must know what they know.

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**Alexander Hamilton
Institute**
31 Astor Place, New York

Alexander Hamilton Institute
31 Astor Place, New York

Send your free book, "Forging Ahead in Business"; also full information about your Modern Business Course and Service.

Name _____

Street _____

Town _____

Business Position _____

With _____
(Name of Company)

**Use
This
Coupon**

If American Advertisers

will delegate a responsible
representative to examine the
nett paid figures of

"John Bull"

and

"The Passing Show,"

and report quantity and quality
to those interested in the British
Market through the medium of
"Printers' Ink," The House
of Odhams will gladly pay
first-class fares both ways.

PHILIP EMANUEL,
Advertising Manager,
ODHAMS LIMITED,
93 & 94, LONG ACRE,
LONDON, W.C.

ing to accept because it turns their left-over material into salable stock. Each of these 'run-arounds' has to pay his own way; that is, he earns his salary and generally gets us a better price on each garment besides.

One might suppose that one of

old idea, and perhaps is to-day with respect to department stores. Local conditions once upon a time were said to be different in different places. The people of Detroit, it was said, had certain preferences, while the people of Providence had others, and a depart-

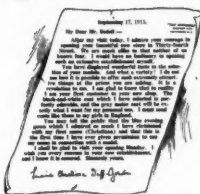
What Lady Duff-Gordon Says About the Opening of the New

Bedell We

Fashion Shop

West Thirty-fourth
Street

(Opposite Waldorf-Astoria)



WHEN one's life work is devoted to the production of authenticated, ultra style, and the elimination of extravagance, progress is the inevitable result. The opening of this "Fountain of Fashion" tomorrow marks the culmination of twenty years of effort. Not alone of the individual that has guided it, but of a compact, able organisation which has grown to be national in extent.

*This new Tally-Quell Street shop will be, simply, "The Friends of Fashion" in test of *Chicologie* of New York women who will welcome the local effort to make genuine, 1990s street style available to casual customers.

Fashion is, indeed, different—changing every hour—a sparkling fantasia, brilliant with grace, through which the rubies of good taste is ever shining. And this fantasia is copied in this new store, with its never-ending ability to reproduce just around, hour by hour, the current FASHION scene.

That the heavy interest and communication of so eminent a fashion authority as Lady Duff-Scott has been elicited in this remarkable opening speaks for the unusual character of the new enterprise—different in over-

It is a wonderful building, as inviting as it is tasteful in all of its appointments—an appropriate setting for the most remarkable fashion display. We extend you a cordial invitation to visit it—to make its comfortable use.

Opening Reception Tomorrow, Monday, at 10 o'Clock

From the moment the doors are thrown open for the first time—at 10 o'clock tomorrow morning—there will begin a week's Italian events in this new headquarters of style without extravagance which will be of supreme interest to every woman in the city. Aside from the visit of Lady Duff Gordon, there will be eight exhibitions in each of the many salons, which will be instructive and entertaining in the extreme.

Reviews of Beautiful Manikins from Broadway Shows

One of the most striking "Fashion Reviews" ever presented in this city will be participated in by twenty of the most graceful members of grand old Broadway School of Fashion—selected because of their unusual ability to properly illustrate the wearing of the valuable new Autumn models. They will be in the Green Room on the second floor in the series of show rooms.

Thousands of Autumn Models, Drawn from Ultra-Fashionable Sources

In each of the children's drawings, some vision, their reflections (looking in mirrors), and some of the services of the Police and FBI are visible. Light, darkness and reactively identifying other children's vision to give the reality more effect. Even from the street, these drawings of police are visible in the streets of the police station, and in the streets of the police station, and in the streets of the police station.

The Writings. It is a writing of gold and silver, it is the base for a painted animal looking in the mirror. In the drawings, there are pictures, that the chapter may have been in the past. There is one child for the drawing. Another for the drawing, and still another for the drawing. The drawing is the drawing of the drawing.

The Centre of the Great Bedell System of Fashion Shops

In every feature this new store is designed to be the center—the fountain-head—of the United States of course, extending to all of the great cities of America. It is the focus of the great organizations which have been able to bring about to a substantial measure of the vast extent of its operations. The entire Radio-city building has been remodelled in its needs of this organization. Located opposite the Waldorf-Astoria, in the center of the fashionable hotel and theatre district, at the apex of every a town activities, it is easily available to the

Preservation of the "FREE ALTERATION" System

The celebrated **FINCH ALTERNATIVE** policy of the British manufacturers has been brought to the point of final success. In an experiment of the highest grade artists that can be compared to the change of the features of the new Thirty-Ninth Street store—capable of furnishing this high standard of fitting and tailoring to which the women of refinement is accustomed. The range of fabric selections many variations employed in the modern, highest-priced British women's wardrobe. They are the price of a gown, or a suit, or a costume, more a complete wardrobe. The constant adding here to the fabric collection.

New York
 Brooklyn
 Bronx

Bedell

Nineteen West Thirty-fourth Street

BIG DEPARTMENT STORE METHODS ADOPTED FOR BEDELL CHAIN STORE OPENING IN NEW YORK INCLUDED FULL PAGES IN SUNDAYS AND FASHION PARADE

the real advantages in having seven stores in as many different communities would be to secure a special knowledge of those communities, to learn their style likes and dislikes, and so be able to move stock in one place that another place will have nothing of.

ment store manager brought up in one city would for a time be at a loss in the other. Nothing to it, nowadays, at least in the coat and suit line.

"It's a mistake to think people are different in different cities," said Mr. Bedell. "They once were, perhaps, but they are not so any

longer. They all see about the same things in the stores, read the same fashion magazines and mail-order catalogues. New York style displays have at the most only a few days' start of the other cities. On many things there is no difference at all. We make no distinction in our several stores. Everything is put on display at the same time. St. Louis has the same chance that New York does.

"The result is that all cities are about alike in shopping taste. The success in New York will be a success in St. Louis or Pittsburgh. And a 'dog' here will be a 'dog' there." A "dog" is a "sticker" or slow-selling garment. "There is no advantage in switching the goods around from one store to another, except in very unusual cases. It is hardly possible to load one of our stores up, on account of our system of buying, but, if it were, that would be about the only reason for switching. Our high-class buyers guard us against 'dogs.'"

"The goods are practically the same for the mail-order department and the stores. The only difference is that we are 'trading up' more or less in the stores, but are adding lower-priced lines to the catalogue. My first stores were in popular-priced localities. After getting the Philadelphia store I found that a better class of merchandise was necessary for them, as well as for St. Louis and Pittsburgh. It is best of all in the 34th Street store in New York. This is not on account of a difference in cities, but on account of a difference in localities and classes within the cities. We have come in contact with different classes. So we have been 'trading up' gradually in some of the stores to meet this condition."

ORIGINALITY OF BEDELL CATALOGUE

We come now to selling methods. And first those in the mail-order part of the business. It would seem a little difficult to find anything new there to talk about. But in the very act of picking up the Bedell fall catalogue we encounter an evidence of originality. It has only 104 pages, including the

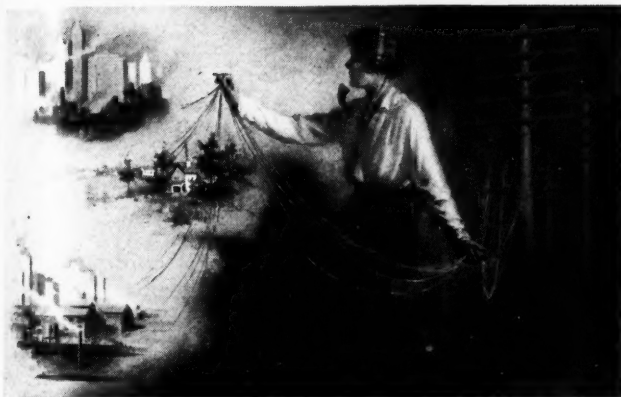
cover, a size so small in the mail-order field that it is hard to believe the house can do so much business with so slender an offering. The spring catalogue is no larger, and the four other catalogues that make up a schedule of issue every other month to the mailing list of 1,000,000 are only half the size.

"The general theory of a mail-order catalogue," said Mr. Bedell, "is that it should be a catch-all of style numbers. Most mail-order houses feel that, after all the pains they may take to pick winners, it is really impossible to do so, and so they put everything in together, the numbers they think well of and a lot of numbers they are not so sure about; and so trust to some of them making a hit."

"We don't do it that way. In the first place, I do believe it is possible to come very near to picking the winners in advance. It is possible, I mean, if you follow style tendencies closely enough and can combine them with garment value. We have 32 suit numbers in our fall catalogues. We could just as well have put in 50, 60 or 70. Why didn't we?"

INCLUDE ONLY "WINNERS"

"Because we think we have all the possible winners and a safe enough margin beside. All of these styles are right up to the minute, with the exception of a very few staple garments that are in steady demand. A woman writes in: 'Give me something I can wear getting in and out of the carriage without getting spoiled.' She wants something durable and not too fancy, but still with some style. All the rest, however, of the garments listed are style numbers. They represent the consensus of all our merchandise people. If we had put in a lot of other numbers that we were reasonably sure would not 'go,' they would not have suggested greater variety, but would have spoiled the looks of the other suits. I would state it this way: it isn't only what we put in that counts, but what we keep out. That is our policy all along the line. It was decided upon as a sales policy, but it also



Weavers of Speech

Upon the magic looms of the Bell System, tens of millions of telephone messages are daily woven into a marvelous fabric, representing the countless activities of a busy people.

Day and night, invisible hands shift the shuttles to and fro, weaving the thoughts of men and women into a pattern which, if it could be seen as a tapestry, would tell a dramatic story of our business and social life.

In its warp and woof would mingle success and failure, triumph and tragedy, joy and sorrow, sentiment and shop-talk, heart emotions and million-dollar deals.

The weavers are the 70,000 Bell operators. Out of sight

of the subscribers, these weavers of speech sit silently at the switchboards, swiftly and skillfully interlacing the cords which guide the human voice over the country in all directions.

Whether a man wants his neighbor in town, or some one in a far-away state; whether the calls come one or ten a minute, the work of the operators is ever the same—making direct, instant communication everywhere possible.

This is Bell Service. Not only is it necessary to provide the facilities for the weaving of speech, but these facilities must be vitalized with the skill and intelligence which, in the Bell System, have made Universal Service the privilege of the millions.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service



"PUNCH"

WINS ON A FOUR YEARS' TEST

George J. Orange, Managing Director of Spottiswoode, Dixon & Hunting, Advertising Agents, London, writes me under date Sept. 14th, 1915, as follows:

"It may interest you to know that on an expenditure of many thousands of pounds in the press over a period of four years on behalf of one of our clients, *the results in actual orders from advertisements in 'Punch' were greater for every pound spent than from any other journal used.*

"And this instance is not an isolated one. It is mentioned, however, because it was possible to carefully tabulate the results and effect comparisons, not merely for a few months, or even a year, *but over four consecutive years.*"

Over Four Consecutive Years is a corking good test of any advertising medium's value. Yet "Punch" stood it and Won Out.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Beuverie Street
London, E.C., England

shows a considerable saving in catalogue costs and postage, too."

Another point of interest is the way the Bedell Company has reduced correspondence costs. All catalogue houses go, of course, to almost unimaginable lengths in order to keep the confidence of patrons. Most of the burden falls on the correspondence.

"We found that the bulk of the correspondence concerned the mistakes of the patrons themselves," said Mr. Bedell. "They sent in their money, but forgot to tell the number of the item they wanted, or the size, or the color or something else and so it was impossible to fill the order.

ENTER THE RUBBER STAMP

"The old mail-order practice was to hold the money and write for full directions. That took time, labor and other expenses. We used to do that altogether. I figured that there was a percentage of orders on which it would not pay to do that; that if we simply sent the letter and money on all orders of \$2 and less back to the writer, with a rubber-stamped request to give the missing information and return order and money, we should be able to save a good deal of the expense of correspondence.

"At first sight, that looks like taking a chance at losing an order and a customer, too, by letting the money get away from us. But I believe that the woman who got her money back at the same time she was asked to give the missing details of her order could not help but experience a strong sense of confidence in us. Anyway, we acted on that assumption and it has enabled us, just on that one class of orders of \$2 or less, to cut the stenographic force in the mail opening room from 14 to four or five, with a corresponding effect on the cost of getting orders. I don't think this practice is original with us, although it probably is in our part of the mail-order field.

"Of course, there are classes of correspondence that call for much attention and tactfulness. For instance, when a woman in some

small town writes in, inclosing her photograph and explains that her eyes are dark, her hair grayer than it was when she had the photograph taken, that she is a trifle stouter, etc., and that she is giving these details because she wants a dress that will do either for street or party—you will understand that a correspondent like that cannot be answered with a rubber stamp or a form letter. She gets the utmost attention we can give her. There are enough cases like this to keep two good girl correspondents busy.

"In general the principle we have adopted is to let the catalogues tell the story where possible. We think it goes further than any ordinary letter could, because it is *news*, because it is new every other month. We send the letter where it is called for, but we send the catalogue, too. We put anybody who asks for a catalogue on the mailing list for 12 months, and anybody who buys for 24 months.

"We send the refund list everything there is. Refunds make up about ten to twelve per cent of the total business. They run as high as 15 per cent some years and as low as eight per cent in others. Those figures cover claims of every sort. They advertise our fair dealing, but, of course, we don't want them any higher than possible and we keep after them with literature and catalogues all the time."

The features that the Bedell ads and catalogues emphasize are the company's large buying power, which permits a "minute percentage of profit," the experience of its buyers, the prestige from having specialty shops in several cities, and being the "largest cloak and suit house in the world," the chance to get the same goods by mail or in the Bedell store, and enjoy the same prices, with garments delivered free, and the superiority of New York styles.

"I believe New York mail-order styles are crowding out Chicago mail-order styles," said Mr. Bedell. "Chicago got the start, but every New York house is now advertising New York as a style

THE AYER & SON ADVERTISEMENT

* (Concluded)

facilities. This has limited the scope of its manufactures—confined it to producing solely for local consumption.

Still, Utah has a highly developed, scientifically conducted and remarkable sugar beet industry. It is the more astounding if its phenomenal development is considered. In 1900 Utah had three small refineries, with an almost negligible capacity. To-day in their place there are refineries annually producing thousands of tons of beet sugar.

Beet sugar is but one of the products that Utah can profitably sell outside its own confines. The canning and preserving industries are coming along wonderfully, and canned Utah tomatoes, pumpkins, beans and peas would be welcomed by housewives the country over.

Now, it took Utah over 40 years to put the idea of getting into the United States over—but keeping everlastingly at it brought success. That is the motto of N. W. Ayer & Son. Our adherence to that motto has brought us the recognition as "Advertising Headquarters." For 47 years we have been successfully counseling some of the country's most widely known industries and resultfully demonstrating that "it pays to advertise."

Now we feel that the sugar and preserving industries of Utah can profit by an extension of scope. At Advertising Headquarters, because we have pioneered business, not in one place, but the nation over, we feel peculiarly suited to advise the pioneer—the man who is earnestly striving to attain the reward that follows broad, sound merchandising.

Our experience is at the disposal of Utah. We will be pleased to consider the problems of any of Utah's institutions that earnestly desire growth.

N. W. AYER & SON,

Philadelphia.

New York. Boston. Chicago.

center and the total volume of such advertising is very large, much larger than the amount of Chicago style advertising in the same line.

"The real factor in the situation that makes it certain that New York styles will more and more dominate the catalogue as well as the retail field is the existence of 20,000 coat and suit manufacturers here. They are a reserve army that Chicago hasn't got. The minute a run begins on any style number, we can call on unlimited facilities for quick production and delivery. The factories and the labor are here and they are nowhere else in the same degree.

"The same garments, hats and so forth, are, as I said, to be had in both catalogue and store. A woman near St. Louis who likes a certain item in the catalogue can call at our store there while in town and get it. All mail inquiries sent to the stores are, however, forwarded to the mail-order division.

"We promise to fill most orders in 24 hours, and do. As a matter of fact, we are on a six-hour schedule—the order is two hours in the mail-order opening room going through the various processes of recording and deposit of money, etc.; two hours being filled from the stock rooms; and two hours in the shipping-room. I don't suppose there is anything unusual in the way we do it, or in the rest of the methods."

Mr. Bedell devotes an hour or two of the day to the mail-order end of the business and the rest to his stores. Naturally the new stores which he has added or is adding to the chain take up an undue amount of time, but even these details give no particular trouble, because everything is run on system.

"It is no more trouble to run the business now than it was at the beginning," Mr. Bedell said, "and it never was very much trouble—plenty of work, but few complications. I have made it a rule from the outset to know everything about the business. If it had been a business of many departments, I could not have

done it. That is the weakness of the department store, that the man or men whose money is invested in it cannot personally supervise the details but must trust to subordinates. I have assistants and as a rule, I think, better paid assistants than most department stores have, but just the same I know every important detail and can give a personal, intelligent help every day to my assistants. That is the advantage of specializing in one or a few lines.

"For example, I set myself to learn every merchandise number in my first store and in my catalogue, and have kept it up ever since. I can go into any of our stores and pick out the 'dogs' and the best sellers in a minute.

BUSINESS HIGHLY CENTRALIZED

"It would seem that the work must increase with the increase in the number of stores, but this increase has been offset by the improvement in the system of management. We have nearly everything systematized and centralized. The sales and advertising and window dressing all go out together to the stores and appear simultaneously. There is only one cost on each for all of the stores. No store carries any bookkeeping accounts, except a mere stock record by the manager. All of the sales slips and tags are sent on here. All auditing is done at the home office. The manager deposits his receipts daily, subject to New York draft. He employs his own help and reorders his fast sellers. The rest of the merchandise is all ordered for him, and the pricing, advertising and window display are all arranged.

"Private wire to Brooklyn, Newark and the other New York stores and leased wire to Philadelphia and Pittsburgh stores give me full and accurate daily information of the condition of business in each store, how the different displays and sales are going, and I can put into almost instant operation any change of plan that seems necessary. A hat window, for example, may not

(Continued on page 115)

I Have a Plan

that I think will be very strong for an appealing specialty such as:—

- A Food or Drink product
- A Clothing or Toilet feature
- A help to Health or Beauty

or any worthy thing that men, women or children should know of.

I do not plan a large use of advertising money—average more than half wasted now.

My great successes, including department stores, were won at relatively very small money cost.

I think I am now in shape to do better for any specialty or for any store than ever before—either advice or direction.

If you wish to market something new

If you wish to quicken something that drags

If you want a trademark lastingly known

If you wish to make success more successful
it will cost you nothing to hear from me about it.

M. M. Gillam

110 West 34th Street

New York City

Telephone 2531 Greeley

Printers and their Specialties

Advertisers Can Consult with Profit, this List
of Printers, When Planning their Next Job

CATALOGUES

bound in cloth, leather,
or paper. Best quality
and reasonable prices.
Quantity orders solicited.

THOMAS Y. CROWELL CO.
Bookbinding Department
426-428 West Broadway, New York

Color Printing

is the art to which we have given our
life's work. Twenty years of experience
together with the largest and
most modern equipment operated by
tried and skillful operators place us
in a decidedly advantageous position.

ZEESE-WILKINSON CO.
424-438 West 33rd St., New York

SERVICE is willing-
ness plus ability.
Typographic Service
is our ideal and our
daily accomplishment.

C. E. RUCKSTUHL, INC.
Typographic Service
27 EAST 31ST STREET, NEW YORK

THE type of service we give will appeal
to any man who values character, taste,
originality, harmony and promptness.
In the day-to-day course of business, these
are the features we emphasize.

Our booklet, "Tapping The Dealer On The
Shoulder" will give you a splendid insight
into our business. It also covers the subject
of Direct-by-Mail Advertising. Sent on
request to manufacturers.

THE MOORE PRESS, INC.,
30-38 Ferry St. New York

DON'T waste good
money mailing
out poor printing
even if it does enrich
the government.

THE KALKHOFF CO.
216 West 18th Street, New York

Many of America's prominent adver-
tisers and advertising agencies like the
George Batten Co., J. Walter Thompson
Co., Frank Seaman, Inc., Federal Agency
::: and others :::
requiring High Class Work use the

CHARLES FRANCIS PRESS
Printers of PRINTERS' INK
30-32 West Thirteenth Street, New York City

Ad Composition

Day and Night Service



In response to the requests
of a number of our clients,
we have established a night
force in our composing room.
The same diligent care given
to ad typography during the
day will prevail at night.

A. COLISH, 106 Seventh Ave.
New York City

OUT-OF-TOWN
advertisers must put
their printing in the hands of
responsible printers. We
have a wonderful list of sat-
isfied customers extending as
far west as Chicago.

READ PRINTING COMPANY
HIRAM BIERWOOD, President
106 SEVENTH AVE., NEW YORK

Engraving—Designing—Electrotyping

A Handy Buyer's Guide for Advertisers,
Advertising Agents and Publishers

SOME advertisers and agents consider speed a prime requisite in plate making. But they insist also on quality. Hence the two complete Beck plants—Philadelphia and New York—day and night.



THE BECK ENGRAVING CO.
PHILADELPHIA NEW YORK

The Chromatic Process Engraving Company

DESIGNERS
PHOTO ENGRAVERS
COLOR PLATE MAKERS

129-135 Lafayette St., New York City

TELEPHONE 2394 FRANKLIN

The
Colorplate Engraving Co.
1 E Rhodes. Pres. 311 West 43rd St. N.Y.



Quality Color Plates

THE GILL ENGRAVING COMPANY

Our reproductions for printing in colors are of the same excellent quality as our "black and white" engravings. These have been the standard of quality for 27 years.

SERVICE EQUAL TO QUALITY

140 Fifth Avenue, at 19th St.
Phone 4440 Chelsea

ADVERTISING IN CANADA?

Save duty, trouble and lost time by having your plates and mats made in the best equipped plant in the Dominion.

RAPID
ELECTRO-
TYPING CO.
OF CANADA

"Our service justifies our name."

345-347 Craig W., Montreal, P. Q.

SCIENTIFIC Engraving Co.

406-426 W. 31st St., New York

Best Equipped Plant in New York

Guarantees you finest plates at reasonable rates

FINE PLATES

THE STERLING ENGRAVING CO.

Designing Retouching
Halftones Ben Day
Color Process Wax

New York City, N. Y.

200 William St.
Tel. 2900 Beckman

Tenth Av. cor 36th St.
Tel. 5900 Greeley

SUPERLATIVES

WE don't know of another engraving organization any **BIGGER**, or one constantly turning out work any **FASTER**, or one doing a **BETTER** grade of work. And the prices are no higher—in fact, they're often **LOWER** than those you've been accustomed to paying.

Metropolitan Art Craft Co.

2 Duane St., N. Y.
Telephone
Beckman 2888-1-2 Day and Night Service

Farming in Manufacturing NEW ENGLAND

Evidence of New England's Agricultural Wealth

MAINE	NEW HAMPSHIRE	VERMONT	MASSACHUSETTS	RHODE ISLAND	CONNECTICUT
Acres Improved Farm Lands					
2,360,657	929,185	1,633,965	1,164,501	178,344	988,232
20 to 49 Acre Farms					
9,492	4,509	3,481	8,890	1,144	6,306
100 to 174 Acre Farms					
16,633	6,247	9,492	5,703	945	4,999
Farms Over 1,000 Acres					
129	167	125	93	24	40
Value Farm Land					
\$86,481,395	\$44,519,047	\$58,385,327	\$105,532,616	\$15,009,981	\$72,206,058
Value Farm Buildings					
\$73,138,231	\$41,397,014	\$54,202,948	\$88,636,149	\$12,922,879	\$66,113,163
Value of Implements					
\$14,490,533	\$5,877,657	\$10,168,687	\$11,563,894	\$1,781,407	\$6,916,648
Value of Crops					
\$34,039,000	\$12,920,000	\$23,449,000	\$20,839,000	\$2,437,000	\$20,799,000
Value of Live Stock					
\$25,161,839	\$11,910,478	\$22,642,766	\$20,741,366	\$3,276,472	\$14,163,902

The Home Daily Newspaper can carry your message swifter, surer and at less expense than any other medium.

PORTLAND, ME., EXPRESS
Daily Circulation 20,944.
Population 58,571, with suburbs 75,000.

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,014.
Population 20,468, with suburbs 40,000.

MANCHESTER, N. H., Union and Leader
Daily Circulation 27,705.
Population 75,063, with suburbs 150,000.

LYNN, MASS., ITEM
Daily Circulation 15,261.
Population 89,336, with suburbs 100,000.

NEW BEDFORD, MASS., Standard and Mercury
Daily Circulation 23,079.
Population 97,000, with suburbs 120,000.

SALEM, MASS., NEWS
Daily Circulation 20,021.
Population 43,697, with suburbs 150,000.

SPRINGFIELD, MASS., UNION
Daily Circulation 29,591.
Population 100,000, with suburbs 250,000.

WORCESTER, MASS., GAZETTE
Daily Circulation 30,000.
Population 160,123, with suburbs 200,000.

HARTFORD, CT., COURANT
Daily Circulation 16,800.
Population 98,915, with suburbs 125,000.

NEW HAVEN, CT., REGISTER
Daily Circulation 19,414.
Population 133,605, with suburbs 150,000.

MERIDEN, CT., RECORD
Daily Circulation 5,963.
Population 37,265, with suburbs 50,000.

WATERBURY, CT., REPUBLICAN
Daily Circulation 8,783.
Population 73,144, with suburbs 100,000.

pay, in which case it is ripped out at once and something else substituted for it and advertised. Or we may have scheduled a showing of coats and it turns out very warm. Whereupon we must replace it by something more seasonable. These sudden window shifts have to be made, because it costs us so much every 24 hours to keep the window going.

"There are other shifts in the windows that we cannot control from the main office except in a general way through system. Every window has its preferred positions and its less desirable ones. Those in the front corners we call '\$10 positions,' meaning that it is worth \$10 a week to the hat or garment to be displayed there. Those in the second row or in the middle front of the window are '\$5 positions' and those in the back row '\$1 positions.' Every window is diagrammed every day and every department has a diagram of its own showing, with the descriptions and prices of the garments indicated on it. As customers frequently ask to inspect or try on what they had seen in the window, we get a line on which garments are attracting the most attention, and which less or least. Then, if the windows do not correspond to this evidence of the popular taste, the store manager has them changed over to do so. A certain style that may have been given a '\$1 position' is brought up into a '\$10 position,' because it has proved a fast seller, and another garment we thought well of is pushed back into a '\$5 position.' If it does not do well there, it goes back to the last row. This practice is followed in all of our stores and is part of the day's work.

"It is a curious thing that the same kinds of impulse seem to seize upon a people of these different communities at the same time, regardless of the weather. If we have an especially good day at the 44th Street store, I know when I call up Pittsburgh and Philadelphia at night that I am going to get the same report, and almost always on the

PORTLAND MAINE GARDENS

The suburbs of Portland show that here are located the houses of many prosperous farmers. Their houses and well-kept gardens give an intimation that within are real homes with all or nearly all the comforts that it is well for men and women to have. All these suburbs are within the zone served by the

EVENING EXPRESS

Portland's only afternoon daily newspaper. It is the biggest daily in Maine's biggest city, and in advertising of all kinds leads by a very wide margin, showing the appreciation of the advertisers.

JULIUS MATHEWS, Representative

AUSTRALASIA

**Thomas C. Lothian
Proprietary, Ltd.**

MELBOURNE and SYDNEY

Founded 1888

Cable Address: "Thorough" Melbourne

**Publishers'
Representatives**

Books and Magazines

Pictures Stationery

Printing and Writing Paper

and other allied lines handled by
booksellers and stationers

Bankers: The Bank of New South
Wales, Melbourne

Head Office: 100 FLINDERS STREET
MELBOURNE, VICTORIA

Dry Goods

Founded 1899 by
Max Jagerhuber

Recognized by the foremost wholesale and retail merchants as the standard authority on textile fabrics, their fashions, colors and distribution. It projects and illuminates all important subjects pertaining to the trade, and contains more interesting and cleverly written sketches and articles than any other publication in this line. It is the medium through which the brainy men of the trade prefer to speak.

\$3.00 a year

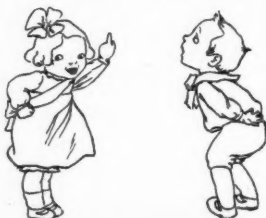
DRY GOODS PUBLISHING COMPANY

A. JAGERHUBER, Treas.
MAX JAGERHUBER, Pres.
116-120 West 32d Street
New York

ADVERTISING DRAWING PICTURE BOOKS

for children, with catchy verses to suit any business; also for seasons. Easter booklet now ready. Complete booklet service for large and small advertiser.

Mechanical Cut-Outs



Requests for samples on your
letterhead

ART BOOKLET SERVICE
200 Fifth Avenue New York

same departments, too. And St. Louis' night letter will tell me the same thing in the morning. And it will be the same if we have a bad day here; I will get the same kind of report all down the line.

"The stock arrangement in all of the stores is practically the same. Nothing is put away out of sight. Everything is on display; everything advertises itself as much as possible in this way.

"All of the newspaper advertising goes out from New York to all the stores and is the same, with the exception of the 34th Street store, which carries a higher grade of merchandise and is given a different advertising treatment. The head of the window display department makes the round of all the stores from Brooklyn to Pittsburgh every two weeks, and St. Louis once a month, criticizing and helping the local trims.

"Of course, there is an end to system," said Mr. Bedell. "It can't be extended to cover everything, for instance, to control personality. Our greatest difficulty is in getting good sales people in the stores. A partial solution has been in getting mature and serious women. But only part of them are natural sales women. Many are widows in reduced circumstances to whom it comes hard to apply themselves to sales work.

ON SALARY AND COMMISSION

"All of the sales people are on a salary and commission. They also receive an additional compensation based on the character of the sale. The life of a garment in the store is supposed to be 30 days. All goods not sold in that time are starred, if priced at between \$10 and \$30, and double starred if over \$30. Each star is worth 20 cents to the sales woman. Every garment in stock 60 days is also double starred. Making this automatic keeps the stock fresh. There is no chance to overlook slow-selling stock, or to waste the manager's time deciding what to do with it. It is cheaper to keep things moving even at a temporary sacrifice.

"Our store managers are on salary based on their net earnings, as figured semi-annually. They make a good thing out of it. It is a principle that men, to do their best, must have some sort of interest in the business. It must not be thought, because so much is systematized and taken out of the manager's hands, that he, therefore, has little or no responsibility. On the contrary, we think he has enough to do to see that the sales force is kept at high tension and smooth-running efficiency. There are a thousand and one little things to be corrected in every establishment, and we can only know part and suspect part. Even the manager cannot always tell unless he is alert for just those troubles.

CHAIN STORE DIFFICULTY

"For instance, each sales woman has a minimum or quota of sales below which she must not drop on the average. It happens more often than you would think that some of the sales women will give an inefficient but popular companion enough sales to save her position. That is a fine spirit from their point of view, but it is poor efficiency for the house and keeps a better sales woman out of employment.

"I continually study the record of every sales person in the organization and can often lay my finger on those who are being bolstered up in this way, but it often takes the store manager a long time to confirm it. We are making it easier to do so by having every lost sale reported as well as every sale. Every saleswoman is numbered and the floor manager checks every visitor who is waited upon. This not only gives us a line on the relative ability of the sales people but keeps them alert.

"It is not always possible to inaugurate all the reforms you would like to put in force, or to go as fast as you desire. You must take into consideration the human factor. I had an efficiency expert go through the stores one time and advise with the managers as to desirable changes to be made. He was an able and tactful man,

2792 Retailers and 62 Jobbers

make up the hardware trade on the Pacific Slope.

For twenty-four years our sales and advertising departments have been working with this trade in the interests of several live manufacturers.

This trade looks with favor toward any product or campaign presented through our organization.

This is recognized by several national institutions who use our service.

The Geo. F. Eberhard Company
SAN FRANCISCO
LOS ANGELES **SEATTLE**

WATCH
PHYSICAL
CULTURE

and got along with one or two of the store managers all right, but the rest of them were up in arms and I decided to discontinue the plan. The managers naturally felt responsible for the help and the methods. They were willing to listen to any suggestions from me, but were jealous of any criticism."

When the announcement was made that the Bedell Company would locate a new store on 34th Street within a few doors of McCreery, there were expressions of surprise. But the Monday following the \$5,500 campaign of pages in the New York Sunday papers of September 19 brought about 10,000 people into the store, and it has had its share of the trade since.

The opening campaign was well planned, and executed with a flourish. Lady Duff-Gordon ("Lucile"), the fashion authority, paid a visit to the store before its opening and wrote a letter of felicitation which was reproduced in the Sunday advertising. Another feature was a "fashion review" of a kind that only the big department stores like Wanamaker's and Gimbel's had previously essayed to display the high-priced Parisian importations. The Bedell fashion parade to show his fall models was participated in by "twenty of the most graceful members of prominent Broadway theatrical companies."

The garments, however, were not high priced. They were, to quote the advertisement, "Fifth Avenue styles at modest expenditure," "authenticated, ultra styles," with the "elimination of extravagance," "Parisian and Fifth Avenue conceits," etc. A little later Kitty Gordon, the popular actress, was featured as a patron of the "Fashion Shop." In fact, Mr. Bedell is claiming to give his patrons for \$25 and \$50, for example, a garment "carrying with it all the style of those priced at \$100 and \$200.

LUXURY FOR MODEST SHOPPERS

The store is fitted up to correspond—open staircases as well as elevators, mezzanine floor, individual boudoirs in millinery salon

with hairdresser in attendance, etc. In his other stores, the rule is 5,000 square feet to a department; here it is twice that and he wishes he had more. Out of 50 feet front he has contrived 150 feet of show windows. Twenty Parisian wax figures occupy them.

By such methods and such policies is the Bedell business growing, and has been growing through good times and bad. It is an interesting combination of standardized practice with personal initiative. It will be worth watching.

Changes on "Farm & Ranch Review"

F. S. Jacobs has resigned as managing editor of the *Farm & Ranch Review*, Calgary, Canada, to become a member of the faculty of the Manitoba Agricultural College, Winnipeg. He has been succeeded by C. W. Peterson, formerly connected with the department of Natural Resources of the Canadian Pacific Railway.

Ridderhof Joins Coles Picture Machine Corp.

C. Ridderhof, who has been associated with the Society for Electrical Development, Inc., as advertising manager of Electrical Prosperity Week, will become on January 1st advertising manager of the Coles Picture Machine Corporation, New York.

Appointments to "Theatre Magazine"

F. E. Allardt has been appointed circulation manager of the *Theatre Magazine*. Kenneth Bancroft formerly with the Hugh McAtamney Company, has joined the advertising department of the magazine.

Automobile Man Joins Scripps-Booth

Julian M. Case, formerly with the Regal, Abbott and Paige Detroit motor car companies, has been appointed assistant advertising manager of the Scripps-Booth Company, of Detroit.

R. E. Fowler with Butterick

R. E. Fowler, for several years advertising manager of the Printz-Biederman Company, Cleveland, O., is now in the Chicago office of the Butterick Publishing Company.

Lantern Slide Maker Expands

The Manhattan Slide & Film Company, New York, has opened a branch at Cleveland, Ohio, from which Western business will be handled.

WE TAKE PLEASURE IN ANNOUNCING THE
APPOINTMENT OF

ARCHER A. KING

Peoples Gas Building, Chicago

AS

WESTERN REPRESENTATIVE OF

MOTION PICTURE MAGAZINE AND MOTION PICTURE CLASSIC

FRANK GRISWOLD BARRY, Advertising Manager

M. P. PUBLISHING COMPANY

175 DUFFIELD STREET

BROOKLYN, N. Y.

Effective December 1st, 1915



BUFFALO
450 Rooms 450 Baths



DETROIT
800 Rooms 800 Baths



CLEVELAND
700 Rooms 700 Baths

An Interested Service

WHEN we say Hotels Statler offer a "complete service" we mean that every guest gets what he wants in a Hotel Statler. He is served by well-trained, unobtrusive employees who are in the background till the moment they're wanted, and are then right at hand and interested. He gets this service whether he spends \$1.50 or \$20 a day.

Every—every—Hotel Statler room has private bath; outside light and air circulating ice water; writing desk with plenty of stationery, etc.; local and long distance telephones; pin-cushion, with needles, thread, buttons, etc.; candle for low night-light, and numerous other unusual conveniences. Morning papers delivered free to every guest room.

You'll always find other advertising men at The Statler

**HOTELS
STATLER**
BUFFALO - CLEVELAND - DETROIT



PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, DECEMBER 9, 1915

The Campaign for the Stevens Bill

The opening of Congress brings the Stevens Bill again to the fore. We are told that it is to be introduced into both Houses, and that it will bear its familiar title, although Mr. Stevens is no longer a member of Congress. The Fair Trade League is prepared to make a vigorous effort to secure its enactment, and it is most probable that the National Retail Dry Goods Association will as strenuously endeavor to defeat it. Unless all signs fail, we are likely to witness a very pretty contest, in the course of which we hope that the underlying principles of price-maintenance will not entirely be lost to view.

A great deal of comment on the Stevens Bill has found its way into print during recent months. Some of it has consisted mainly of recriminations addressed by one faction to another, some has been aroused by a misunderstanding—or a wilful perversion—of the terms of the bill, and too little has been based upon the real

points at issue. Far too much emphasis has been laid upon the alleged motives which control the advocates or the opponents of the measure. Neither side has hesitated to accuse the other of dishonorable and ulterior purposes, and there seems a very real danger that Congress will get the impression that this is merely a scrap between rival trade interests over a matter of class legislation.

We hope that the advocates of the bill at least will overcome this condition before the matter reaches the committee stage, and that they will then all speak to the purpose. Congress is not likely to pass a law merely because certain manufacturers want it, nor because it may possibly protect the small retailer against unfair tactics on the part of his large competitors. If the bill is passed, it must be shown to be in the interest of the public—which means the *consuming public*. And to demonstrate that will require a wholesome supply of sane and temperate reasoning.

A Jolt from the Opposition

We do not doubt that some day the coffee interests will be able to get together and advertise coffee on its merits, as should have been done long ago. The proceedings of the recent convention of coffee-roasters at St. Louis point in that direction, although opinion was by no means unanimous on the subject. It was unanimous, however, or nearly so, on the necessity of doing something to counteract the effects of the advertising of coffee substitutes. Somebody seriously advanced the somewhat fantastic proposal that the Federal Trade Commission be appealed to on the ground that the substitute advertising was "unfair competition," and the suggestions ranged all the way from that to the sensible recommendation that coffee might itself be advertised as a healthful beverage. But it appears that there are too many hostile influences among the coffee people to make such a programme immediately feasible.

In the meantime the leader

among the advertisers of coffee substitutes—against whom the fulminations of the convention were chiefly, if not wholly, directed—is untroubled by internal dissensions or by doubts as to the efficacy of advertising. Indeed, a certain inspiration seems to have been drawn from some of the proceedings of the coffee people. "Mr. Coffee Bean seems to be having a hard time of it these days," says a recent ad of the Postum Cereal Company, and the text recites: "He has been found out. Some coffee concerns have tried to rid him of caffeine, a powerful, habit-forming drug, but without full success, and in so doing have partially destroyed his only redeeming feature, pleasant taste."

A few more jolts like that ought to help persuade the importers and roasters of coffee that it would be wise to forget their internal squabbles long enough to unite on a sane plan to further the interests of the industry.

The Real Value of Advertising Investments

The financial man who is used to reading balance sheets is not easily convinced of the value of an investment in advertising—particularly when the advertising is of the sort which is commonly classed as "general publicity." He is not accustomed to yield in the face of promises or remote possibilities, and the most impassioned eloquence leaves him cold unless it is backed by facts and figures in which he has confidence. Such men are very frequently met with in the directorates of large corporations, and it is one of the really heavy tasks of the advertising man to convince them that an investment in advertising has any real value.

Perhaps it can best be accomplished by drawing an analogy with an investment policy which is perfectly familiar to the financial mind, and which the "hard-headed business man" regards as thoroughly justifiable. For example, we read in the *Boston News Bureau* the following item:

Nothing could be more unlikely than

that United Fruit Company directors would decide in the near future on the basis of a good year in the 12 months to Sept. 30 and the prospects of as good and probably better year in 1916 to pay an extra cash dividend on the stock. United Fruit Company is more likely to utilize its surplus profits above earnings to cut down its note debt. A reduction of \$5,000,000 in note debt would undoubtedly be more gratifying to the financial community than an "extra." United Fruit three years ago was obliged to provide new capital quickly in payment of tropical lands that wise business policy made it expedient to acquire. It is felt that the price of these lands should be written down through extinguishment of a portion of the notes issued for their acquisition before stockholders present any claim for more than 8 per cent dividend.

In other words, the financiers on the board of directors of the United Fruit Company considered it wise and right to invest a part of the company's earnings in tropical lands instead of paying it all out in dividends to stockholders. The profits which the company may eventually reap from that investment depend *not* upon the original amount of money which went into the purchase, but upon the wisdom with which the management applies itself to increasing the fertility and the productivity of its purchase. The land represents the possibility of future profit, greater or less, according to its application, and the same is true of an investment in advertising. No less an authority than Elijah W. Sells, of Haskins & Sells—one of the leading firms of public accountants—has publicly declared that, "according to its application, as is the case with any other commodity, advertising may with propriety be carried as an investment in the balance sheet." The late Thomas J. Barratt, managing director of A. & F. Pears, Limited, London, wrote to *PRINTERS' INK* not long before his death that the laws of the United Kingdom required corporations to charge advertising to "current expense." "I, personally," he declared, "consider such method to be entirely *wrong*, and certainly it is contrary to my own experience and practice when this business was a private partnership." It was Mr. Barratt who declared, much earlier, and before his business had become a conspicuous

international success: "We are willing to spend half a crown to sell in new channels each sixpenny cake of Pears' Soap."

Probably the majority of manufacturing concerns are facing rising costs for material and labor. At the same time the progress of the industry compels them to make constant improvements in their products. Quality must be maintained or improved in the face of rising costs. That is a problem which properly concerns the board of directors, and the only solution of the difficulty lies through an increased price or an enlargement of the volume of sales. Anything which will increase the volume to a point where the price may remain stationary without jeopardizing the company's profits or its relations with distributors may rightly be regarded as an *investment*. That is true when it involves an expenditure for new machinery or equipment, and it is just as true when it involves an expenditure for advertising.

The pages of PRINTERS' INK have repeatedly borne witness of concerns which have accomplished that very thing. These concerns are among the soundest in the country, and the men in charge of their management are not visionaries. Their judgment in matters of business is commonly based upon substantial and cogent reasoning, and should carry weight with any board of directors. A few instances, selected at random, will suffice here.

The L. E. Waterman Company has been able to keep its retail prices level in the face of an increase in the cost of materials and labor of nearly 100 per cent.

The Warner Brothers' Company reports that the total cost of the materials and labor which go into its dollar corset have increased 37 per cent in ten years. Yet the price is still a dollar.

Roberts, Johnson & Rand, St. Louis, report an increase in the cost of the leather in a pair of men's shoes amounting to 60 cents. Yet advertising has so increased the volume of sales that the quality of the shoes sold at a given price has actually been improved.

The Eastman Kodak Company, through advertising, has been enabled to sell to the consumer for \$20 a better camera than was formerly priced at \$60.

The Pacific Coast Borax Company, by teaching the public new uses for its product, has more than cut the retail price in half.

The American Agricultural Chemical Company declared, soon after the commencement of the European War, that its business was not likely to be seriously affected because 85 per cent of it was in advertised, trade-marked brands. The concerns in the field which *did* suffer from conditions arising from the war were the concerns whose products were not *known* to the consumer.

The financial standing of the concerns which were once popularly known as the "Tobacco Trust" is hardly to be doubted. Yet we find in the *balance sheets* of those concerns the following items:

Liggett & Myers Tobacco Company—"Reserve for advertising, coupon redemption, etc., \$3,352,761."

American Tobacco Company—"Provision for commissions, allowances, advertising funds, etc., \$3,122,014."

P. Lorillard Company—"Provision for commissions, advertising, etc., \$1,302,182."

None of the concerns above named—and they are only a few of those which might be included—are chasing rainbows or investing their earnings where the chances of profitable returns are remote. Their investments are based upon something besides fair promises and flattering hopes. *None of them is in the position where direct, traceable sales can be balanced against each dollar in the advertising appropriation.* None the less, the money spent for advertising is an investment which pays a profit—and they *know* it does.

Old Proverb Revised

An optician's advertisement—
"OSCULISTS' PRESCRIPTIONS ACCURATELY
EXECUTED."

There's many a slip 'twixt the eye and the lip.—London Punch.

Necessary Mediums

Men and magazines have many points in common.

The accumulated experience, knowledge and ability of some men make their services vitally necessary to conduct a business successfully. They are the fewest in number, command the highest income and their services are always in demand. They are generally referred to as "the boss."

After the boss come the various helpers who frequently change their positions; their income is mediocre and a business succeeds quite as well if their services are replaced by another employee. So with some magazines.

The accumulated value of LIFE based upon its years of experience and ability compels its being looked up to as a "boss" amongst the magazines.

The keen buyer of space knows LIFE is one of the vitally necessary mediums for the success of his campaign which is the reason LIFE is enjoying the greatest business in its ancient and honorable career, also sound and progressive career.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

Getting Right Slant on Canadian Market

While the Preferential Tariff on British Goods Is an Obstacle It Can Be Overcome—A Series of Letters That Did Well in the United States But Failed in Canada

TO sell in Canada, do as the Canadians do: this was the current of advice sounded by the speakers at the "Selling in Canada" night at the Advertising Club of New York, Monday, November 29.

"All through Canada I found them slow to accept novelties," said William H. Ingersoll, "and these were the substantial part of the tradespeople, too. This is particularly true of the Eastern section, where the more conservative English element prevails. It is therefore not a good thing for salesmen to emphasize that a thing is American. If you have a Canadian office and employ Canadian salesmen, you'll find them readier to take you in. This does not hold entirely true of the Western section, however, as there the people are a good deal more like us in temperament and tastes."

Mr. Ingersoll then touched on the trade situation in Canada, saying they have about the same kind of stores as the United States, and the same ways of doing business.

"If you are looking for business in Canada and your line competes with a product manufactured in Great Britain, there is a tariff in favor of the latter averaging about 15 per cent. However, you have an advantage in time, similarity of tastes, and transportation costs that about offsets this tariff advantage.

"There are more commission houses in Canada which do business pretty adequately, and act almost as branch houses. There are also the regular jobbing houses, and you can also sell direct to the retail trade. We have used both means of selling."

A. G. Seal of the Underwood Typewriter Co. gave an instance

where one house made a false start in cultivating the Canadian market by pursuing methods used in selling the American trade. Hogan & Son, iron manufacturers of New York, mailed out a series of six letters to the American trade, and 10 per cent of these letters pulled business directly. The same six letters, however, mailed out to 200-odd Canadian firms, brought but 2½ per cent of replies, and \$80 worth of business.

"That set Mr. Hogan to thinking," continued the speaker, "and he decided to send out a salesman to find out why these letters had failed in Canada. As a result of the salesman's report, the whole tone and approach of the letters were changed. Six folders, rewritten to fit the Canadian situation, and telling something about his business, were then mailed out to Canada. Seven orders were received in return, and in the period over which the letters extended—two months—they booked 15 steady customers."

The moral Mr. Seal drew from this is: "Study and approach Canadians as a people, just as much so as Americans, English, French, or any other nationalities."

L. L. Cleaver of H. K. McCann, Ltd., Toronto, speaking of the 2,000,000 French-Canadian inhabitants, said:

"It is said of them that they live well first, dress well second, and save well last. They are a hard market to reach, but once you get them, they stick."

In support of this he told of an oil manufacturer who, to introduce oil in a new steel barrel, was obliged to charge \$10 for the barrel. It took seven years to win them over to this barrel where they had been getting wooden barrels free. Now that the war has made the cost of the steel barrels very high, this company is having the same time trying to bring back the wooden barrels again.

Jas. A. Rice Joins "Craftsman"

James A. Rice, for five years Western representative of *House & Garden*, has joined the *Craftsman Magazine* organization and will represent the latter publication in the West, with headquarters at Chicago.

MR. H. T. BROWNELL

has become associated with

J. T. H. MITCHELL, INC.

**For the last ten years Mr.
Brownell has been active in
sales management, both in this
country and in Great Britain.**

J. T. H. MITCHELL, INC.

**8 WEST 40TH STREET
NEW YORK CITY**



"SMILES AT MILES"

A Letter from Lee Tire Co. to the Metropolitan

"You will no doubt be interested to know that during our six (6) months' campaign the 'Metropolitan' cost per inquiry compared very favorably with the best magazines on our list, and it was a strange coincidence that Metropolitan and Literary Digest inquiries cost exactly the same.

"We think your Automobile Number plays a big part in creating interest in your paper among the automobile owners and dealers. You will be glad to know that you are on our 1916 list, as we consider the Metropolitan one of the 'best buys' on the market.

"Wishing you continued success, we remain,

LEE TIRE & RUBBER COMPANY,

(Signed) A. A. GARTHWAITE,

December 3, 1915.

President."

Metropolitan

"THE LIVEST MAGAZINE IN AMERICA"

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DECEMBER MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES FOR
DECEMBER(Exclusive of publisher's own
advertising.)

	Agate	
	Pages.	Lines.
McClure's (cols.).....	176	30,036
Harper's Monthly.....	118	26,436
Review of Reviews.....	117	26,250
World's Work.....	109	24,584
Metropolitan (cols.).....	138	23,217
Cosmopolitan.....	98	22,053
American Boy (cols.)....	95	19,131
Scribner's.....	83	18,708
Atlantic Monthly.....	81	18,091
Hearst's (cols.).....	103	17,582
American (cols.).....	114	16,400
St. Nicholas.....	64	14,461
Century.....	62	13,930
Sunset.....	60	13,450
Everybody's.....	59	13,426
Boy's Life (cols.).....	79	11,146
Bookman.....	48	10,780
Red Book.....	47	10,640
Boy's Magazine (cols.)....	54	9,802
Current Opinion (cols.)...	63	8,927
Munsey's.....	37	8,442
Popular (2 issues) (Nov.)	32	7,371
Wide World.....	32	7,196
Smart Set.....	25	5,684
American Sunday Monthly (cols.).....	30	5,345
Ainslee's.....	22	5,075
Overland.....	20	4,480
Blue Book.....	19	4,382
Snappy Stories (2 issues)..	16	3,950
Strand.....	17	3,948
Argosy.....	16	3,773
Smith's.....	11	2,653

VOLUME OF ADVERTISING IN
WOMEN'S MAGAZINES(Exclusive of publisher's own
advertising.)

	Agate	
	Columns.	Lines.
Vogue (2 issues).....	606	109,989
Harper's Bazar.....	259	43,602
Ladies' Home Journal.....	142	28,453
Woman's Home Companion	111	22,304
Good Housekeeping (pages)	93	20,902
Delineator.....	94	18,818
Pictorial Review.....	85	17,000
Woman's Magazine.....	76	15,201
Designer.....	75	15,097
People's Home Journal....	60	11,737
Ladies' World.....	54	10,800

36

Metropolitan
J. MITCHEL THORSEN.
ADVERTISING MANAGER

	Agate	
	Columns.	Lines.
Modern Priscilla.....	63	10,689
Housewife	52	10,548
McCall's	75	10,079
Holland's Magazine.....	48	9,301
Mother's Magazine.....	64	8,579
Woman's World.....	43	7,550
People's Popular Monthly.	33	6,364
Home Life.....	22	3,856
Needlecraft	19	3,668

**VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES CAR-
RYING GENERAL AND
CLASS ADVERTISING**
(Exclusive of publisher's own
advertising.)

	Agate	
	Pages.	Lines.
Vanity Fair (cols.).....	393	62,116
Popular Mechanics.....	139	31,192
Country Life in America (cols.)	180	30,240
System	114	27,344
Theatre (cols.).....	120	20,258
Popular Science Monthly and World's Advance...	71	15,956
National Sportsman.....	53	11,984
House & Garden (cols.)...	69	10,922
Physical Culture.....	42	9,539
International Studio.....	67	9,396
Field & Stream.....	41	9,288
Forest & Stream (cols.)...	60	8,939
Countryside Mag. (cols.)...	50	8,480
Illustrated World	32	8,160
Arts & Decoration (cols.)...	55	7,700
House Beautiful (cols.)...	51	7,543
Travel (cols.).....	50	7,088
Outdoor Life.....	28	6,384
Outing	28	6,326
Recreation (cols.).....	43	6,020
Golf Illustrated (cols.)....	34	4,860
Outer's Book	21	4,704
Extension Magazine (cols.)	29	4,681
Craftsman	19	4,291
Garden Magazine (cols.)...	25	3,505

**VOLUME OF ADVERTISING IN
CANADIAN MAGAZINES**
(Exclusive of publisher's own
advertising.)

	Agate	
	Columns.	Lines.
MacLean's	149	20,930
*Canadian Courier	107	19,584
Canadian Magazine (pages)	77	17,416
Everywoman's World.....	86	17,305
Canadian Home Journal..	72	14,400

* 4 November issues.

**VOLUME OF ADVERTISING IN
NOVEMBER WEEKLIES**
(Exclusive of publisher's own
advertising.)

	Agate	
	Columns.	Lines.
November 1-7		
Town & Country.....	134	22,645
Saturday Evening Post...	126	21,468
Literary Digest.....	119	17,536
Collier's	60	11,362
Life	62	8,779
Scientific American.....	43	8,700
Independent	47	6,674
Leslie's	32	5,586
Christian Herald.....	28	4,849
Outlook (pages).....	15	3,458
Churchman	8	3,313
Youth's Companion.....	16	3,222
All-Story (pages).....	12	2,870
Judge	18	2,658
Illustrated Sunday Mag.	14	2,655
Associated Sunday Mags.	14	2,569
Harper's Weekly.....	8	1,461

November 8-14

Saturday Evening Post...	175	29,562
Literary Digest.....	112	16,616
Town & Country.....	65	11,065
Collier's	55	10,521
Christian Herald	48	8,090
Leslie's	37	6,439
Life	37	5,187
Independent	32	4,505
National Sunday Mag...	25	4,412
Outlook (pages).....	18	4,116
Scientific American.....	16	3,318
Youth's Companion.....	13	2,642
Judge	18	2,609
Churchman	14	2,319
Associated Sunday Mags.	10	1,900
All-Story (pages).....	7	1,750
Illustrated Sunday Mag.	9	1,725
Harper's Weekly.....	7	1,193

November 15-21

Saturday Evening Post...	123	20,987
Literary Digest.....	111	16,388
Town & Country.....	94	15,912
Collier's	69	13,178
Life	53	7,462
Independent	52	7,328
Leslie's	35	6,065
Christian Herald.....	34	5,800
Churchman	32	5,189
Youth's Companion.....	19	3,929
Outlook (pages).....	17	3,864
Scientific American.....	17	3,400
Judge	19	2,740
Illustrated Sunday Mag.	13	2,390
All-Story (pages).....	9	2,170
Associated Sunday Mags.	11	1,961
Harper's Weekly.....	8	1,517

	Agate	
	Columns.	Lines.
November 22-28		
Saturday Evening Post..	161	27,446
Collier's	97	18,318
Outlook (pages)	75	16,884
Literary Digest.....	90	13,320
Christian Herald.....	47	7,867
Leslie's	34	5,808
Independent	38	5,390
Youth's Companion.....	23	4,720
National Sunday Mag... 27	4,500	
Life	31	4,366
Scientific American	19	3,931
Churchman	17	2,781
Judge	16	2,378
Illustrated Sunday Mag.. 9	1,630	
Harper's Weekly.....	8	1,497
Associated Sunday Mags. 6	1,236	
All-Story (pages).....	4	966

November 29-30		
Independent	38	5,413

	Agate	
	Lines.	
Totals for November		
Saturday Evening Post.....	99,463	
Literary Digest.....	63,860	
Collier's	53,379	

	Agate	
	Columns.	Lines.
*Town & Country.....		49,622
†Independent		29,310
Outlook		28,322
Christian Herald.....		26,606
Life		25,794
Leslie's		23,898
Scientific American		19,349
Youth's Companion		14,513
Churchman		13,602
Judge		10,385
‡National Sunday Magazine...		9,002
Illustrated Sunday Magazine.		8,400
All-Story (pages).....		7,756
Associated Sunday Mags.....		7,666
Harper's Weekly.....		5,668
*3 issues.		
†5 issues.		
‡2 issues.		

RECAPITULATION OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of publisher's own advertising.)

	Agate	
	Columns.	Lines.
1. Vogue (2 issues).....	696	109,989
2. Vanity Fair	393	62,116
3. Harper's Bazar	259	43,602
4. Popular Mechanics (pages)	139	31,192
5. Country Life in Amer.	180	30,240
6. McClure's	176	30,036
7. Ladies' Home Journal.	142	28,453
8. System (pages).....	114	27,344
9. Harper's Monthly (pages)	118	26,436
10. Review of Reviews (pages)	117	26,250
11. World's Work (pages).	109	24,584
12. Metropolitan	138	23,217
13. Woman's Home Companion	111	22,304
14. Cosmopolitan (pages)....	98	22,053
15. MacLean's	149	20,930
16. Good Housekeeping (pages)	93	20,902
17. Theatre	120	20,255
18. American Boy	95	19,181
19. Delineator	94	18,518
20. Scribner's (pages).....	83	18,708
21. Atlantic Monthly (pages)	81	18,091
22. Hearst's	103	17,582
23. Canadian Magazine (pages)	77	17,416
24. Everywoman's World.	86	17,305
25. Pictorial Review	85	17,000

Every Week 3¢

A Growing Influence
on Women as Well as
Men—

Sold in Connection with the
Associated Sunday Magazines
1,000,000 National
Circulation Guaranteed

95 Madison Avenue, New York
105 N. Wabash Ave., Chicago



The Old—The New

224 LINES TO PAGE

429 LINES TO PAGE

The new Sunset is right—its shape is convenient and the advertising rate is reasonable.

You cannot fully cover the country west of the Rockies without Sunset. Pacific Coast newspapers are good. Eastern magazines and periodicals of national circulation are good. Posters and billboards and street cars are good. But SUNSET is SUNSET—influential in Pacific people's minds, close to their hearts, chockful of the spirit of things out here in the Golden West.

SUNSET is the fraternal publication of the greatest family of money-spending, value-seeking optimists in all the world—those who live in the rich market of this "Wonderland beyond the Rockies."

There is no substitute for Sunset

To inaugurate the new Sunset we are offering a 10 per cent. reduction on orders covering 100-line copy or over if placed on or before December 31st, 1915.

A. Shookhead
General Manager

EASTERN REPRESENTATIVES

New York.....W. A. Wilson, 515 Candler Building
Boston.....Chas. Dorr, 6 Beacon Street
Chicago.....G. C. Patterson, 338 Marquette Building

Member Quoin Club and Audit Bureau of Circulations

PRINTERS' INK'S FOUR-YEAR RECORD OF DECEMBER ADVERTISING

	1915.	1914.	1913.	1912.	Total.
Cosmopolitan	22,053	30,160	37,744	48,405	138,362
Review of Reviews	26,250	22,907	26,202	32,489	107,839
Harper's Monthly	26,436	27,216	26,012	20,386	100,050
World's Work	24,584	23,548	24,601	24,656	97,389
McClure's	30,036	17,584	21,083	21,224	89,927
Scribner's	18,708	22,253	25,480	23,296	89,737
Sunset	13,450	13,968	25,788	29,409	82,606
American	16,400	14,118	18,447	28,092	77,057
Hearst's	17,582	13,692	21,392	21,757	74,423
Everybody's	13,426	15,508	20,217	24,371	73,522
Atlantic Monthly	18,091	12,768	19,712	16,576	67,147
Metropolitan	23,217	20,407	16,448	6,776	66,848
Century	13,930	15,820	15,120	19,096	63,966
American Boy	19,131	13,829	12,186	9,777	54,923
Munsey's	8,442	12,159	11,669	14,844	47,114
Current Opinion	8,927	10,640	12,242	13,664	45,473
St. Nicholas	14,461	11,550	10,304	8,512	44,827
Red Book	10,640	7,616	8,064	9,181	35,504
Boy's Magazine	9,802	7,247	8,624	5,914	31,587
Ainslee's	5,075	5,600	6,272	6,944	23,891
Argosy	3,773	4,704	7,770	7,238	23,485

344,414 323,294 375,377 392,592 1,435,677

WOMEN'S MAGAZINES.

	1915.	1914.	1913.	1912.	Total.
Vogue (2 issues)	109,989	89,689	103,105	83,903	366,686
Ladies' Home Journal	28,453	25,088	26,800	31,212	111,553
Good Housekeeping	20,902	20,341	24,586	28,448	94,277
Woman's Home Companion	22,304	19,385	23,250	24,539	89,478
Harper's Bazar	43,602	28,692	8,650	7,337	88,281
Delineator	18,818	17,206	20,387	21,056	77,467
Designer	15,097	13,032	16,000	17,227	60,356
Woman's Magazine	15,201	11,923	15,858	17,247	60,229
Pictorial Review	17,000	14,900	15,600	13,200	60,100
Modern Priscilla	10,689	10,995	12,096	14,691	48,471
McCall's Magazine	10,079	8,541	12,795	11,702	43,117
Ladies' World	10,800	11,000	8,200	12,600	42,600
Housewife	10,548	10,401	10,201	9,800	40,950
Mother's Magazine	8,579	9,928	10,020	10,984	39,511
People's Home Journal	11,737	8,931	8,559	8,740	37,967
Woman's World	7,550	4,550	5,950	5,803	23,853

361,348 303,602 321,457 318,489 1,304,896

CLASS MAGAZINES.

	1915.	1914.	1913.	1912.	Total.
Vanity Fair	62,116	28,551	32,674	21,822	145,163
Country Life In America	30,240	28,728	35,769	34,144	128,881
System	27,344	24,360	25,490	31,584	108,778
Popular Mechanics	31,192	25,032	25,900	26,068	108,192
Popular Science Monthly and World's Advance	15,956	17,556	16,786	14,656	64,354
Theatre	20,258	10,940	12,946	13,204	57,348
International Studio	9,396	10,049	11,032	13,230	43,707
Outing	6,326	8,064	12,600	15,596	42,586
The Countryside Magazine	8,480	8,428	12,926	11,305	41,139
House & Garden	10,922	9,590	10,928	9,600	41,100
Field & Stream	9,288	10,500	10,318	10,703	40,809
House Beautiful	7,543	7,611	11,207	10,728	37,089
Physical Culture	9,539	8,288	10,050	9,166	37,043
Travel	7,088	7,644	8,666	8,930	32,328
Garden	3,505	3,890	7,742	5,546	20,683

259,193 209,231 245,034 235,742 949,200

WEEKLIES (4 November Issues)

	1915.	1914.	1913.	1912.	Total.
Saturday Evening Post	99,463	75,433	*110,884	*121,778	407,558
Literary Digest	63,860	52,133	*68,821	*67,558	252,372
Town & Country	149,622	32,846	*56,820	*68,602	207,930
Collier's	53,379	34,073	*49,883	*70,314	207,649
Outlook	28,322	26,068	*37,828	*42,604	134,822
Life	25,794	19,424	27,265	29,378	102,841
Christian Herald	26,606	18,144	22,008	27,565	94,353
Scientific American	19,349	16,381	*21,538	*24,874	82,122
Leslie's	23,898	18,370	16,762	17,746	76,756

390,293 292,872 411,809 470,909 1,565,883

Grand Total.....1,355,248 1,128,999 1,353,677 1,417,722 5,255,666

*3 issues. *5 issues.



Interesting Advertising

The leading specialty shops of Fifth Avenue and its side streets describe and illustrate their latest importations, creations, and offerings in every issue of Vogue.

For this reason the advertising pages of Vogue have always a distinct news value—a news value that makes them intensely interesting to Vogue's readers.

If you make anything that is useful to women of means and taste, Vogue is the medium in which to advertise it.

Vogue advertising brings results.

Ralph F. Blanchard

Advertising Manager

VOGUE, 443 Fourth Avenue, New York City

The Little Schoolmaster's Classroom

"CAN I obtain from you any estimate of the number of persons engaged in advertising in all its branches in this country, the number of advertising clubs affiliated with the A. A. C. W., and the approximate amount spent for advertising in this country yearly?"

Such is the inquiry which the Schoolmaster receives from Arthur Myles Dunbar, director of sales promotion of the Fraser Dry Goods Company, Brockton, Mass. Well, according to the latest available figures, which are furnished the Schoolmaster by Frank Morrison, advertising manager of *Associated Advertising*, there were 13,264 members of advertising clubs on November 1, and the clubs affiliated with the A. A. C. W. numbered 126. Besides the affiliated clubs, there are 16 departmentals. Further than that there are no statistics which make any pretense of accuracy. When we come to discuss the number of advertising men in the country, or the amount of money spent for advertising, we are on purely speculative ground.

* * *

In the first place, we need a definition of an advertising man. If we mean to include only those men whose incomes depend exclusively, or even primarily, upon advertising, our aggregate total will be materially smaller than if we admit everybody who uses advertising as an incidental factor in his business. Take for example, John Wanamaker, whose continuing interest in the advertising of his establishments was so recently set forth in *PRINTERS' INK*. Would you call Mr. Wanamaker an advertising man? Probably Cyrus H. K. Curtis has as strong a faith in advertising as any man, but would you speak of him as an "advertising man"? The late C. W. Post revised personally nearly every piece of copy for Postum and Grape-Nuts which was issued during his lifetime, and in addition

wrote many pages of copy dealing with labor problems, but Mr. Post was a manufacturer, essentially and primarily. Again, the late W. Atlee Burpee wrote his seed catalogues for 40 years, supervised all of the publication copy and kept *PRINTERS' INK* at his elbow, but it would hardly have been proper to characterize Mr. Burpee as an advertising man.

* * *

In short, the Schoolmaster is of the opinion that there are anywhere from 5,000 to 20,000 men "engaged in advertising," according to the accepted definition of an advertising man. Indeed, if you include all the employees of advertising agencies, all the stenographers and mailing clerks in advertising departments, all the solicitors for the multifarious forms of advertising mediums, and in addition thereto all the business men who use advertising with more or less regularity, you will probably get a much handsomer total than the figure last named. And on the other hand, you can make the definition so narrow that it is doubtful whether 5,000 men could be squeezed inside it.

* * *

Now as to the question of the approximate annual expenditure for advertising. It happens that J. J. McPhillips, advertising editor of the *Textile World Journal*, Boston, recently completed a careful estimate for the Federation of Trade Press Associations, which was presented at the annual convention in Philadelphia. According to Mr. McPhillips, the annual expenditure for advertising in this country is now close to \$700,000,000. To quote:

"\$200,000,000 is expended for general advertising. Of this \$200,000,000 about \$75,000,000 is expended for salaries, printed matter, etc., for advertising departments. At least \$230,000,000 is placed through advertising agencies. \$46,000,000 is approximately

"There Ain't No Such Animile."

This is what an Advertising Manager said when I told him "There is no 'waste' in the circulation of **GOOD HEALTH** for the advertising of a high-class proposition." Sounds "fishy," perhaps. But—I am ready to prove it to you, if you'll give me the chance. Poor people don't read **GOOD HEALTH**, because they haven't either time, leisure or money to follow its teachings. Young people don't read it, because they are usually so well they don't think about health. And—unintelligent people don't read it, because they cannot understand and appreciate it. Therefore, I know that **GOOD HEALTH** subscribers are well-to-do people, of unusual intelligence, and above the average age of thirty-five years. This may read like "theory only," but—I can back it up with facts. Just give me the chance.

J. Dwight Brewer
Advertising Manager

GOOD HEALTH

1812 W. Main St.
Battle Creek
Mich.

DEVOE FRESCO COLORS

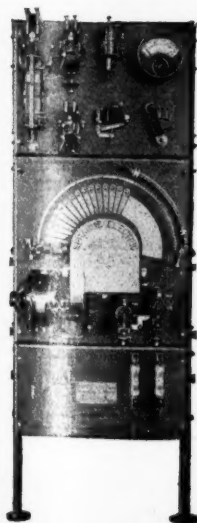
IN UNIFORM SIZE GLASS JARS

Particularly adapted to Poster and Flat Wash Work.

A full line of all kinds of

ARTISTS' MATERIALS

F. W. DEVOE & C. T. RAYNOLDS COMPANY
101 FULTON STREET, NEW YORK



Sprague Electric System of Newspaper Press Control

A system for every need. Full or semi-automatic control, alternating or direct current. 10 to 200 horsepower. An attractive illustrated descriptive bulletin No. 24230 will be sent upon request.

SPRAGUE ELECTRIC WORKS
Of General Electric Company

Main Offices
527-531 WEST 34TH STREET
NEW YORK - - - N. Y.

To an Advertising Agency or an Employer of Salesmen

I am a sales mgr. and organizer of more than average ability. This I have demonstrated as sales executive (writing all my own advertising) with three very large American companies.

Past two years have been in England as sales mgr. for large English concern and developed enormous business. I resign my position as sales mgr. of large N. Y. concern January 1st.

Age 33, married, happy.

Can furnish exceptional references as to character and ability from prominent business men, N. Y. to Chicago. Am not tied to N. Y., willing to go where the opportunity is.

Would make excellent man for progressive advertising agency or sales mgr. and organizer for a firm requiring man of judgment.

I may be just the man you want. Ask for my complete record the past seven years, with references. Then you can decide if I measure up to your requirements sufficiently for an interview.

H. T., Box 371, care Printers' Ink.

If You Want to Reach the Motor Car Owner Use the

AMERICAN MOTORIST

Largest Circulation in Its Field

Main Office: Riggs Bldg., Washington, D. C.

Member of the Audit Bureau of Circulations

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

the total of advertising in technical and trade papers, very little of which comes from the \$230,000,000 placed by advertising agencies."

Of course that represents only a pretty shrewd guess, on the basis of such evidence as may be obtained. And here again, it is sometimes difficult to draw the line between advertising matter and something else. It is obvious enough that a magazine or newspaper page is advertising, and so is a catalogue. But what about an instruction book in the use of a product? What about a display rack which is loaned to dealers? Anybody can think of a number of things which are "advertising" or something else, according to the bookkeeping system of the concerns which employ them. When you attempt to put a fine point upon it, it is pretty difficult to get any exact figures on the amount of money expended for advertising.

* * *

The people who want to abolish capital punishment won't get any encouragement from C. Hoffbauer & Co., of New York.

This company is trying to establish a place in the sun for Out-O-Syte press stud tape. The name had the *double entendre* so much the fashion among advertising men.

However, the name has led the company to advocate boiling in oil for the inspired compositor on the staff of one of the trade papers in which it advertises. It seems that this journal runs a page of trade news in which it sought to give Out-O-Syte press stud tape some extra publicity. The inspired compositor aforementioned gave the aforesaid publicity to the tune of a stickful in which Out-O-Syte is uniformly and consistently made to read Out-O-Style!

The Schoolmaster cannot let this tragi-comedy pass without making it contribute its bit toward the education of the class.

That mistake was a very easy one to make—one that "he who runs" might easily duplicate. And this is especially true because

Increase In Rates

After January first, 1916, the new rates for advertising in PRINTERS' INK will be as follows:

Run of Paper—

\$75 per page—\$150 per double page.

\$37.50 per half page.

\$18.75 per quarter page.

Smaller space, 40c per agate line. Minimum one inch.

Preferred positions—

Second cover—\$90.

Page 5—\$100.

Pages 7-9-11-13 \$90 each.

Standard center spread—\$180.

Center of special four-page form—\$180.

Extra Color—

\$30 extra for each color, for two pages or less.

For more than two pages, \$15 per page per color.

Inserts (four pages or more)—

\$75 per page, furnished complete by the advertiser.

Classified Advertising—

40c per line flat. Not less than 5 lines on one time orders.

No advt. can exceed 35 lines.

Contracts for six or more pages received before January first will entitle an advertiser to our present rates (\$60 run of paper) during the entire year of 1916, provided at least $\frac{1}{4}$ page is used in one of our January issues, to apply on this order.

Printers' Ink Publishing Company

12 W. 31st Street

New York

"GIBBONS Knows CANADA"

THE AD THAT LIVES

FOREVER ON ANY MAN'S DESK

IT TALKS for YOU and WORKS for HIM

Your trade-mark, product, etc., reproduced on top—see illustration below.

A handy Paper-Weight, Memo-Clip, Calendar and Crook-proof

CHECK-PROTECTOR Pat. 1015

These Souvenirs serve as Co-operation against check raising, loss of money, etc. Made in Nickel, Silver and Gold Plating.

Get One NOW

Nickel Finish. Sent Postpaid for stamps or Money Order.

\$1 Write for quotation in souvenir quantities with individual top design.

HOW MANY CAN YOU USE?

AMERICAN CHECK PROTECTOR CO.
200 5th Av., N.Y.
Seventh Floor
Gramercy 3451



HANDSOME USEFUL XMAS GIFT



There is absolutely **NO CLASS** of trade or profession, that **SOME** kind of an **ADVERTISING RULER** will not **REACH** and **STAY WITH**. We make them all—Let us show you.

Write to Dept. 3

PAUL BROWN COMMERCIAL ARTIST

61 WASHINGTON AVE.
GARDEN CITY, L.I.
N.Y. PHONE 6180 REVERSIDE.



Executive Ability Necessary

Splendid position for some young man with sufficient executive ability to manage a well-established Eastern plant making toilet paper. General knowledge of accounting essential. Experience in toilet paper line preferred. Letter must give full particulars as to age, present salary and position, and qualifications for the job. Correspondence confidential. Immediate action necessary. Address C. H. M., Box 370, care Printers' Ink.

of the particular form of lettering used by the advertiser. Might we add to the long list of don'ts for names "don't use a name that it is possible to misquote into the negation of advertising."

* * *

Here is another proof of the advertising ability of women. A recent issue of a Sunbury (Pa.) newspaper contained the following advertisement:

"My wife Helen having left my bed and board without just cause, I hereby give notice that I will not pay any bills contracted by her."

In the next issue of the paper and in the same position of the husband's advertisement appeared the wife's rejoinder:

"I, Helen Bowman, did not leave the bed of my husband, Charles F. Bowman. We had only one bed and that belonged to me."

"Punch" Criticizes Japanese Advertising

"People who desire longevity drink water. Those who have tried it and failed should try — Beer."—Japanese advertisement.

As sold in the Elysian Fields.—London Punch.

Pictures "Movie" Actress in Ready-mades

The Waterloo Skirt and Garment Company, Waterloo, Iowa, is illustrating its advertising with photographs of motion-picture actresses wearing different styles of its "Montague" garments.

Do You Need An Editor or an Advertising and Publicity Manager?

Have had over 12 years news and trade paper experience. Believe the success of any publication can only be measured by amount of service it renders and that the editor must put his very life into his work and become a most vital part and leader of the field or community he serves. Let me write you more fully of my ideas and principles or better still, call and see you; or perhaps you need an Advertising and Publicity Manager. The greatest essential to success in advertising is to know human nature and in publicity to know what the editors will use. My training better qualifies a man in these essentials than newspaper work. He knows human nature and having been an editor, knows what publicity matter can and will be used. I have handled many successful campaigns. Tell me your needs and let me call or write.

J. A. Hall, 322 E. 32d St., Brooklyn, N.Y.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING SERVICE

LETTERS

and *etc.* written to accomplish your purpose. Free criticism of your present Ad matter will show my grasp of your individual problem.

E. M. DUNBAR, 15 Rowena St.
BOSTON

BOOKLETS

Are wasted because written backwards; expensive because printed by old time methods. Ask on your letter head for samples. "Standard Booklets" written and priced right. **THE DANDO CO.,** 40 S. 3rd St., Philadelphia, Pa.

BUSINESS OPPORTUNITIES

ADVERTISING BUSINESS FOR SALE, \$5,000 CASH. OWNER RETIRING. For particulars write Recognized 26, Box 882, care of Printers' Ink.

WANTED—BEST OFFER FOR BUYER, WHOLE OR PART, city trade or Eastern State newspaper, by editor-business man. Box 873, care Printers' Ink.

FOR SALE

MULTIGRAPH FOR SALE. No. 10 machine complete; electric driver, automatic paper feed, printing ink and type-setting attachments, typewriter type, stools and stands included. Perfect condition. A bargain for someone. **Punnam Knitting Co., Cohoes, N. Y.**

FOR SALE—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. **A. McNeil, Jr.,** Post Publishing Co., Bridgeport, Conn.

HELP WANTED

A well-established trade paper wants a good advertising representative in a very profitable territory. Box 730, c/o P. I.

Expert advertising men, acquainted with the different lines of merchandise. Must be card-writers, Sales Managers. State weight, age, height and experience. **Southern Sales Co., Memphis, Tenn.,** Box 808.

Solicitor, with agency experience, wanted by magazine with national circulation. Excellent opportunity for hustler. Salary and commission. Box 885, care Printers' Ink.

Advertising man, consumer mail order experience, for manufacturer children's garments, central Northern city. State age, pay, married, experience. Address Box 857, care Printers' Ink.

Experienced, high-class copy writer, who can show results obtained through copy written for previous employers. Send complete information regarding record and salary expected to Box 870, care Printers' Ink.

POSITIONS WANTED

Somewhere there is opportunity for an unusually capable man of 26, experienced as ad man, editor and business manager. Executive or assistant. Box 872, care Printers' Ink.

An Eastern Advertising Representative for western trade or class publication. Twelve years experience. Best references and credentials as to character and ability. Box 874, c/o Printers' Ink.

Solicitor and advertising executive of wide, successful experience, favorable acquaintance in New York City and throughout Eastern territory, including New England, now engaged, would change for 1916, right opportunity offering; highest credentials; correspondence strictly confidential. Box 859, P. I.

Technical Copyman

Three years chief copy and plan man, building, industrial, hardware papers. Sound analyst, prolific in ideas, readable, believable style. Hard worker. Excellent record. Age 27, wholesome personality, engineering education, six years' experience investigator, reporter, salesman, copy writer. Box 843, P. I.

Sales Manager will consider change. 34 years of age, college education, married, 10 years' experience as salesman, sales engineer, branch manager and sales manager in best American organizations in machinery lines. Familiar with up-to-date sales methods, some knowledge advertising, hard worker, good executive, result-getter. Reached limit in present position only reason for wanting to leave. Box 879, care Printers' Ink.

Position wanted as House Organ editor, sales manager or adv. mgr. or to take charge of a mail-order dept. by Geo. Walker, editor "The Guinea Pig," two years chairman House Organ Department A. A. C. of W. Address Missouri Athletic Association, St. Louis, Mo.

Sales correspondent (25) with seven years business experience, four years with wholesale clothing concern, will be glad to entertain any proposition where hard work coupled with ability will win advancement. Box 871, care Printers' Ink.

Young man (25). Good correspondent (practical experience). Writes form and follow-up letters that hit the bull's-eye. Graduate I. C. S. School of Advertising. College two years. Earnest, conscientious, enthusiastic. Reasonable salary. Will consider connection with reliable firm only. Box 881, care Printers' Ink.

ADVERTISING MAN

Wants connection in progressive concern. Experience in all phases of advertising—magazine work, dealer co-operation, house organs, printing, art work, getting results from salesmen, catalogues, service work, etc. Exceptional direct mail experience. Box 875, care Printers' Ink.

Just the Young Man You May Want

Now managing \$150,000 mail-order business. Considering change because business is not permanent. Previous experience covers traveling as salesman, sales correspondence, dept. management, and trade paper office direction. Good education. A-1 recommendations from present and past employers. Harvey Ramsey, Leipsic, Ohio.

I HAVE TRAINED SALESMEN. I have successfully filled the position of Advertising Mgr. of a concern with international distribution. I have a technical education in Electricity and Chemistry that will make me doubly valuable to any manufacturer. I want a chance to demonstrate the fact that I can EARN \$5,000 for an employer who demands loyal, tireless, efficient service. Box 856, care Printers' Ink.

SALES EXECUTIVE

At present employed as Assistant General Manager in charge of sales of the largest manufacturing concern of its kind in the world, desires to make a change on January 1st for reasons which can be fully explained.

Previous connection began as salesman in the employ of a large manufacturing company with an international reputation, promoted to District Manager, General Sales and Advertising Manager and General Manager.

A record of achievements that speaks for itself, and credentials from some of the country's biggest business men who are well acquainted with results.

Correspondence solicited in confidence with those who can use the services of an executive with a proven record of accomplishments.

Box 880, care Printers' Ink.

Advertising Manager with fifteen years notable experience in Mechanical, Machinery, Specialty, Advs. Agency fields, open to engagement. Has originality, initiative, keen grasp sales promotion. Forceful, logical, convincing writer. Knowledge of intensive merchandising methods. Expert planning and executing selling campaigns. Splendidly equipped to make good in large way. Box 877, care Printers' Ink.

TO THE FIRM IN NEED

of a successful salesman or sales manager, with a broad mechanical training. First aid to the vice-president of one company and to the president of another. Consistently overselling the output of a manufacturer this year. "Conscientious, hard working, efficient. We can highly recommend him," say his employers. Box 876, c/o Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES

We know of a publishing business in New York which is making rapid growth, which can be bought at a reasonable price. It would take \$25,000 cash, the remainder could be paid over a period of years, and the owner would give his influence in handling the business. Harris-Dibble Company, 171 Madison Avenue, New York.

A PATRIOT AND HIS PRINTERS' INK

FROM "somewhere in France," this son of the Republic writes us, "I shall not need my dear PRINTERS' INK now, but when I come back, if I ever do, you may rest assured it will be to number myself as one of your devoted readers."

Entirely human—isn't it?

ADVERTISING MEDIUMS

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (approx) 19,414 dy.; 2c.; Sun., 17,188, 5c.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1915, 70,116; Sunday, 51,365. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., Item, net daily average for 1914, 56,960.

Augusta, Me., Kennebec Journal, dy. av. 1914, 11,783. Largest and best cir. in Cent. Me.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914. Sunday 61,947; daily, 80,176. For Nov., 1915, 74,071 daily; 65,432 Sunday. The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, etc. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 9 months 1915, 127,055 gross. 75% of circulation is in Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 gross circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Lacey. Actual average for 1914, 23,017.

Cleveland, O., Plain Dealer, Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. For Oct., 1913, 134,978 daily; Sun., 166,411.

West Chester, Pa., Local News, dy. W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year, independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co., second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, etc. exc. Sun. A.B.C. audit to March 31, 1915, 19,130.

Yerk, Pa. Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (C) Sun., 33,018, (C) The Evening Bulletin, 48,772 ave. net paid for '14.

Janesville, Wis., Gazette. Daily average, 1914, 7,129. April, 1915, average, 7,579.

Bakers' Helper (C) Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Worcester, Mass., L'Opinion Publique. (C) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (C) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (C) the recognized authority of the Dry Goods and Department Store trade.

N. Y. Scientific American (C) has the largest cir. of any tech. paper in the world.

THE PITTSBURG (C) DISPATCH (C)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburgh.

Providence, R. I., Journal (C) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (C) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Milwaukee, Wis., Ev'ng Wisconsin (C) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

New Haven, Conn., Register. Leading want-ad. med. of State. 1c a word. Ar. '14, 19,414.

The Portland, Me., Even'g Express and Sun. Telegraph carry more want ads than all other Portland papers combined. 1c a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1914, 116,794 more individual Want Ads. than its nearest competitor. Rates: 15c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

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A Newspaper's Standing

with the *retail stores* in its community is a most important factor in the success of an advertising campaign carried on in that newspaper.

Over 2,000 high class grocery stores and drug stores in Chicago have hung *The Chicago Tribune sign*, reproduced above, in their store windows, because they respect The Tribune, know The Tribune's power in stimulating sales, and are glad to co-operate with The Tribune in merchandising campaigns.

If you have a meritorious product that is sold through grocery stores or drug stores, these 2,000 stores and more will back up your campaign in The Tribune, through these signs hanging in their windows.

Not only that, but *The Chicago Tribune's Merchandising Department* is ready to give you very valuable assistance—practical dollars-and-cents assistance based on actual experience and on detailed retailer and consumer information secured—not merely in planning your *advertising*, but in laying out your whole scheme of *merchandising* and *sales effort* in this territory.

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